



Undergraduate programmes

Syllabus

Basic Marketing Research 2

Module Code: BMR201
Credits: 20
IMM GSM: Year Level: 2
NQF Level: 6
Nature: Core
Status: Undergraduate

Module specific outcome/s

To understand the fundamental theory and concepts of marketing research and be able to conduct a limited marketing research project, reported in a standard format.

Description of Units

Units	Description	Learning Outcomes
1	The marketing research process	List and discuss the various stages of the marketing research process. Define and discuss the importance of the problem identification stage of the research process. Detail the purpose of a research project. Understand the issues related to hypotheses development. Set research objectives.
2	Research design	Understand the nature and purpose of research design. Explain the various types of research design. Draft a research plan.
3	Sourcing and collection of secondary data	Differentiate between primary and secondary data. Identify the various sources of secondary data. Conduct a secondary data source search and apply the appropriate referencing method. Report a secondary data source survey.
4	Primary data: qualitative data collection	Identify and explain the different types of qualitative research methods. Conduct in-depth interviews. Apply the focus group technique.
5	Attitude measurement	Define the concept of measurement and scaling in marketing research. Discuss the different scales in measurement. Explain the well-known scales that are used to measure attitudes.
6	Designing a questionnaire	Understand the process of questionnaire design. Explain and recognise the characteristics of a good questionnaire. Design a questionnaire.
7	Sample plans	Understand and conduct the sampling process. Differentiate between probability and non-probability sampling. Determine sample size with ad hoc methods. Apply a sampling method.
8	Fundamentals of data analysis	Explain the fundamental concepts of data analysis. Identify and discuss preliminary data preparation techniques. Understand the significance of data tabulation. Apply various elementary descriptive statistical methods of data analysis. Formulate major research findings.
9	Research report	Describe the fundamentals of a marketing research presentation. Produce a research report.