



**Undergraduate programmes**

**Syllabus**

## Marketing Research: Theory 3

**Module Code: MRT301**  
**Credits: 20**  
**IMM GSM: Year Level: 3**  
**NQF Level: 7**  
**Nature: Core**  
**Status: Undergraduate**

### Module Specific Outcome/s

Apply the principles of marketing research and develop a marketing research plan.  
Understand and discuss marketing information systems.

### Description of Units

Unit	Description	Learning Outcomes
1	The fundamentals of marketing research	Distinguish between marketing intelligence and marketing research. Explain the respective roles of marketing intelligence and marketing research in the marketing decision-making process. Identify and discuss the factors impacting marketing research decisions. Understand the ethical issues that are involved in conducting marketing research.
2	Secondary and primary data collection	Differentiate between an information system and a decision support system. Understand the types of marketing research information providers and the services they offer. Discuss the criteria for selecting external suppliers.
3	Designing the sample plan	Identify and explain the steps required in the sampling process. Develop a sampling plan for an given marketing research project.
4	Data analysis	Understand and implement the stages of the marketing research process. Explain the purpose, objectives and value of conducting marketing research.
5	Applications	Explain the collection of secondary information from the various sources. Evaluate secondary information. Understand how secondary information is used in a marketing information system.