



UK

SYLLABUS 2026-2027

Market Research

MODULE SPECIFICATION

Module Code	2627_MKT_1_EN_048
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 04
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	Basic knowledge of marketing (segmentation, targeting, positioning, marketing mix), comfort with Excel/Google Sheets (tables, charts), and prior statistics knowledge (helpful, not mandatory)
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	100 hours which comprise of 28 directed learning and 72 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module provides a comprehensive overview of market research
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	as a decision-support tool in marketing. Students will learn how to frame a research problem, choose an appropriate methodology, design data collection instruments, collect primary and secondary data, and analyse findings to produce managerial recommendations. The module combines conceptual foundations with an applied group project based on a real or realistic company case, culminating in a written report and an oral presentation.
Teaching Arrangement	This module will be delivered through a combination of short lectures, guided practice (in-class exercises), case-based discussions, and methodological feedback sessions. It will also adopt a project-based learning model through a market research project conducted in teams that begins with problem definition and ends with recommendations. Formative quizzes and peer feedback will be used to strengthen research rigour and professional standards.
Learning Outcomes	By the end of this module, students should be able to: 1. Define a marketing research problem and translate managerial issues into research objectives and questions 2. Select an appropriate research design (exploratory, descriptive, causal) and justify methodological choices (time, budget, data quality) 3. Design qualitative and quantitative research tools (interview guide, questionnaire, sampling plan) ensuring measurement quality 4. Collect data ethically (informed consent, GDPR compliance, bias awareness) and manage data quality 5. Analyse data (basic qualitative coding; descriptive statistics; crosstabs; basic hypothesis testing) and interpret findings 6. Deliver actionable recommendations and communicate results through a professional research report and a PowerPoint presentation
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG05 - Students will be sustainability-focused business developers
Alignment with Programme Learning Goals	PGE_U_CG05_LO01 - To conduct market analysis using digital tools to identify trends and understand customer behaviour

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Introduction to Marketing Research and Managerial Decision-Making

Content:

- Research process overview
- Defining the research problem and developing a research approach

Last reviewed: 23/09/2026

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapters 1 & 2)

Assignments:

- Group project: define a managerial problem
- Formulate research objectives

Session 2: Research Design

Content:

- Exploratory, descriptive, and casual designs

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapter 3)

Assignments:

- Submit a short research design proposal

Session 3: Secondary Data Collection and Analytics

Content:

- Overview of secondary data collection and analytics

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapters 4 & 5)

Assignments:

- Conduct a secondary data review

Session 4: Qualitative Research Foundations/Approaches

Content:

- Overview of qualitative research foundations and approaches

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapter 6)

Assignments:

- Prepare an interview guide

Session 5: Qualitative Data Analysis/Interpretation

Content:

- Overview of qualitative data analysis and interpretation

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapter 9)

Assignments:

- Submit qualitative findings summary

Session 6: Sampling Design

Content:

- Sampling design and sample size determination
- Questionnaire design

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapters 13-15)

Assignments:

- Design and pre-test questionnaire
- Define sampling strategy and target sample size

Session 7: Descriptive Statistics, Cross-Tabulation, and Hypothesis Testing

Content:

- Overview of descriptive statistics, cross-tabulation, and hypothesis testing

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapter 20)

Assignments:

- Run descriptive analysis and cross-tabs

Session 8: Communicating Findings, Ethics, and Project Presentations

Content:

- Communicating research findings
- Research ethics and privacy
- Project presentations

References:

- Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson. (Chapters 28 & 30)

Assignments:

- Submit final written report
- Prepare and deliver PowerPoint presentation

KEY TEXTS

1. Nunan, D., Birks, D. F. and Malhotra, N. K. (2020) *Marketing research: Applied insight*. 6th edn. Pearson.

SUPPLEMENTARY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written test	15%
	Oral presentation	25%
Final Exam (60%)	Case study	

Last reviewed: 23/09/2026

MODULE DESIGN TEAM

- Author: *Oula Bayaa Rassou*
- Reviewer: *Syed Muhammad*
- External Reviewer: *Julian Michael Berry*