

Module Specification

Module Summary Information

1	Module Title	Research Methodologies
2	Module Credits	20
3	Module Level	4
4	Module Code	MED4146

5	Module Overview
<p>Get to know your audience! Your client and your agency need to reach a challenging target market; this module gives you an introduction to audience segmentation through industry theory and professional practice.</p> <p>You'll have to conduct your research in groups and present the results back individually to demonstrate your own understanding of this part of the marketing planning process.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Keynote lectures • Tutorials • Workshops 	

7	Module Learning Outcomes On successful completion of the module, students will be able to:
	1 Apply professional techniques in primary and secondary research to create audience personas.
	2 Describe and present research data using appropriate media.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1 and 2			X

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	60
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	100
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200