

Module Specification

Module Summary Information

1	Module Title	Contemporary Market Research Methods
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5172

5	Module Overview
<p>Get to know your market! You will receive a brief with the objective of delivering a market research report that helps to better understand the sector, its existing and potential consumers.</p> <p>You'll consider new state-of-the-art technologies in your researches to understand how brands and their agencies define audiences in this digital age; describing how this will support future marketing campaigns.</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	Understand contemporary and emerging market research methods.
2	Create appropriate personas in response to a brief through a range of research techniques.
3	Recognise regulatory market research considerations.
4	Critically evaluate outcomes from the market research project.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2, 3 and 4	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