



## Course information 2018–19

# ST3188 Statistical methods for market research

For those undertaking market research in practice, an ability to handle data is an essential skill. This course concentrates on transforming students into competent and confident users of statistical software to enable them to conduct independent data analysis by taking a more applied approach to conventional statistics. The first half of the course focuses on aspects of market research, and in the second half the emphasis is on the practical application of a variety of multivariate statistical techniques to supplied datasets.

### Prerequisite

If taken as part of a BSc degree, the following course must be passed before this course may be attempted:

*ST104A Statistics 1*

Students also require access to IBM SPSS Statistics.

### Aims and objectives

The objectives specifically include:

- designing a market research project
- gaining experience in using statistical software packages
- knowing how to interpret output from statistical software and drawing appropriate conclusions.

### Essential reading

Malhotra, N.K., D. Nunan and D.F. Birks  
*Marketing Research*, Pearson, fifth edition  
(2017) [ISBN 9781292103129].

### Further reading

Field, A. *Discovering Statistics using IBM SPSS Statistics*, Sage, fifth edition (2017) [ISBN 9781526419521].

### Learning outcomes

At the end of the course and having completed the essential reading and activities students should be able to:

- ✓ define a market research problem and create an appropriate research design
- ✓ perform independent data analysis in a market research setting
- ✓ determine which statistical method is appropriate in a given situation and be able to discuss the merits and limitations of a particular method
- ✓ use statistical software to analyse datasets and be able to interpret output
- ✓ draw appropriate conclusions following empirical analysis and use to form the basis of managerial decision-making
- ✓ demonstrate greater commercial awareness.

### Assessment

This course is assessed by an individual case study piece of coursework (30%) and a two hour unseen written examination (70%).

Students should consult the appropriate EMFSS Programme Regulations, which are reviewed on an annual basis. The Regulations provide information on the availability of a course, where it can be placed on your programme's structure, and details of co-requisites and prerequisites.

## **Syllabus**

This is a description of the material to be examined. On registration, students will receive access to the online course, which provides a framework for covering the topics in the syllabus and directions to the essential reading.

Topics to be covered each week:

- 1. Introduction to market research and defining the market research problem.**
- 2. Research design.**
- 3. Internal secondary data and analytics.**
- 4. Qualitative research - focus group discussions and projective techniques.**
- 5. Survey and quantitative observation techniques.**
- 6. Causal research design - experimentation.**
- 7. Measurement and scaling - fundamentals, comparative and non-comparative scaling.**
- 8. Questionnaire design.**
- 9. Sampling - design and procedures.**
- 10. Sampling - determining sample size.**
- 11. Getting started with SPSS.**
- 12. Cross-tabulation and hypothesis testing.**
- 13. Analysis of variance and covariance.**
- 14. Correlation and regression.**
- 15. Discriminant analysis.**
- 16. Logit analysis.**
- 17. Factor analysis.**
- 18. Cluster analysis.**
- 19. Conjoint analysis.**
- 20. Multidimensional scaling.**