



Course information 2025-26

ST3188 Statistical Methods for Market Research

General information

MODULE LEVEL: 6

CREDIT: 30

NOTIONAL STUDY TIME: 300 hours

MODE: Locally Taught, Independent Learner Route and Online Taught

Summary

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.

Conditions

Please refer to the relevant programme structure in the EMFSS Programme Regulations to check:

- where this course can be placed on your degree structure; and
- details of prerequisites and corequisites for this course.

You should also refer to the Exclusions list in the EMFSS Programme Regulations to check if any exclusions apply for this course.

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.

Learning outcomes

At the end of this half 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.

Employability skills

Below are the three most relevant employability skills that students acquire by undertaking this course which can be conveyed to future prospective employers:

1. Decision making
2. Digital skills
3. Communication

Essential reading

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

Assessment

This course is assessed by an individual case study piece of coursework (30%) and a three-hour and fifteen-minute closed-book written examination (70%).

Syllabus

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.