

# Diploma in Marketing, Year 2

## **MK7106    *Qualitative Marketing Research***

The role of marketing research in an organisation is to ensure that accurate and relevant information is available to reduce risk and allow companies to make informed strategic decisions. Marketing research supports decision-making through collecting, analysing and interpreting information to identify and solve marketing problems. This module introduces you to the marketing research process and explains the qualitative research methods available to marketers: how to formulate clear marketing research questions and objectives, how to collect accurate data, how to prepare and analyse this data, and how to compile and present the research findings.

### **Assessment:**

This module is 100% continuous assessment. The overall grade is broken down as follows:

Research Proposal & Plan	20%
Literature Review	40%
Activity Log	40%

**Weighting:** 5

### **Reading List:**

Malhotra, Naresh K., Nunan, Daniel & Birks, David F. (2017) *Marketing Research: an applied approach*. 5<sup>th</sup> Edn. Pearson. The textbook is required reading and you can purchase an e-book from the publisher website at: <https://www.vitalsource.com/en-uk/products/marketing-research-naresh-k-malhotra-v9781292103150>. You can also purchase a hard copy from the publisher website at: <http://www.pearsoned.co.uk/bookshop/detail.asp?item=100000000589380>.

NOTE: You will also use this textbook for the follow-on module *Marketing Analytics & Research* in Semester 2.

## **MK7107    *The Marketing of Services***

The module focuses in particular on the knowledge required to implement service strategies for competitive advantages across industries and organisations whose core product is service. The list includes banks, transportation companies, hotels, hospitals, educational institutions, professional services, and telecommunication. We also focus on organisations that depend on service excellence for competitive advantage (e.g. high-technology manufacturers, automotive and industrial products).

### **Assessment:**

This module is 100% continuous assessment. The overall grade is broken down as follows:

Service Encounter Blog	20%
Services Marketing Audit I	40%
Services Marketing Audit II	40%

**Weighting:**    5

### **Reading List:**

Wilson, A., Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (Date?) *Services marketing: integrating customer focus across the firm*. 3<sup>rd</sup> European Edn. McGraw-Hill Education, ISBN: 9780077169312.

The textbook is required reading, and you are expected to purchase a copy (either hard copy or e-book). It can be purchased directly from the publishers at:

<http://www.mheducation.co.uk/catalog/product/view/id/243510/>.

### **Additional Reading Materials**

It is important to read widely and become knowledgeable about Services Marketing. For your assignments, relevant sections of other leading Services Marketing textbooks and journal articles will be helpful. You need to read studies by leading authors in the field such as G. Lynn Shostack, Christian Gronroos, Stephen L. Vargo, Adrian Palmer, Robert F. Lusch, Leonard L. Berry, A. Parasuraman and Christopher Lovelock.

Useful academic journals include the following and are available online through the NUI Galway library website:

- Journal of Services Marketing
- Journal of Retailing
- Journal of Retailing & Consumer Services
- Journal of Service Research



## **AL1111      *Critical Thinking***

The module will introduce learners to the concept of critical thinking and its associated skills and applications. Participants will learn about the basic concepts of critical thinking, what it means to think critically, how to think critically and why critical thinking competence is valuable. It will endeavour to build the necessary critical thinking skills required for academic research.

**Assessment:** 100% continuous assessment

**Weighting:** 5 ECTS

### **Reading List:**

Cottrell 2011, *Critical Thinking Skills, New York*, Palgrave MacMillan [ISBN: ISBN023028529]