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| Unit Title: | | Research in Business |
| Unit Number: | | Induction Week |
| Assignment Number/Title: | | Assignment 1 |
| Issue Date: | | 24/06/2024 |
| Due Date: | | 11:59pm Fri 28th June 2024  **NOTE: your assignment should be emailed to rob\_whiting@weymouth.ac.uk. Failure to meet this deadline may result in you losing your place on the course.** |
| Performance criteria covered in this assignment | | |
| **P1** | Explain a range of market research methods that can be used by a selected business | |
| **P2** | Explain a range of methods to present data once research has been carried out. | |
| **P3** | Provide examples of different data presentation methods. | |
| **M1** | Assess how different research methods can help a business make decisions | |
| **M2** | Analyse the effectiveness of different data presentation methods | |
| **D1** | Provide justification and recommendations for the selection of appropriate research methods for a chosen business to use. | |
| Assignment Description | | |
| You are working part time as a research assistant for a market research agency. The agency is looking to expand and is targeting small to medium enterprises as potential new clients. The business manager has asked you to put together a briefing paper which examines the types of market research used by organisations and the benefits of using specialist research agencies.  This should be written in report format making use of appropriate headings and subheadings. There is no word count for this assignment. Ensure that you include a bibliography of sources you have used to get your information. | | |
| **Task 1**  Before writing the paper you will need to undertake some research into the types of market research used by a business of your choice. This could be a place of part time employment or somewhere you have worked at during a period of work placement.  The report will aim to justify the use of specialist marketing agencies for carrying out original market research.  You will start by explaining the range of market research methods used by a selected business. You should aim to cover the full range of methods used by the business but at the very least this must include at least two primary and two secondary methods of research. Throughout your explanation you should provide examples of how the research is used.  For each type of research, the report will assess how appropriate and useful the method is at helping the business to meet the organisations marketing objectives and to inform decision making. For example, if the purpose of the research was to gauge consumer reaction to a new advertisement, then you will assess how well the methods that were used met the objectives, the reasons why and, if appropriate explain if an alternative method of research would have been more appropriate and why.  Finally, the paper will justify the use of different research methods for carrying out original market research. To do this, you will need to give clear reasoning, with evidence to support your opinion, why small to medium enterprises should consider these research methods when conducting original new market research. Again, appropriate and relevant examples should be used to support the judgements made. | | |
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