



# SAMPLE

LRN Sample Assessment Assignment

LEVEL 7 Diploma

Research, Methodology and  
its Application to Marketing

# Learning Resource Network

## Assignment Guidelines

### Research Methodology and its Application to Marketing

This assignment requires a 3,500 word consultancy style report that demonstrates the candidate's knowledge, skill and ability to undertake a fully researched and referenced investigation into a marketing related issue.

#### What does the assignment require?

Candidates are required to identify a suitable **marketing-related** research topic and agree this with their tutor. Each student within the same college **must** cover a different research question. Once the research topic has been agreed, the student is required to:

- Research the relevant literature.
- Develop a suitable research question/hypothesis.
- Determine and justify their research methodology.
- Select and justify meaningful data collection methods that will lead to critical analysis.
- Undertake the research, evaluate the findings and produce a fully referenced report.

Although it is for individual students to determine their own research project, marketing issues which might produce suitable research topics could include:

- Customer satisfaction.
- Quality and service.
- New product/services development.
- Buyer behaviour, internal marketing.
- Customer needs.
- Internet usage.
- New media and social networking.
- Promotional effectiveness, etc.

#### The assignment report should include the following sections:

1. Introduction, Background and Rationale
2. The Literature Review
3. The Research Question
4. The Research Methodology
5. Analysis and the Findings
6. Conclusions and Recommendations
7. References and Appendices

#### Marking scheme

Marks will be allocated as follows:

##### *Introduction, background and rationale [marks 0-10]*

- Defining the research problem or subject for exploration. [marks 0-5]
- Appropriateness of the topic and clarity of approach. [marks 0-5]

##### *The literature review [marks 0-20]*

- Undertaking a fully referenced literature review. [marks 0-15]
- Using the literature review to develop the background and context for the research. [marks 0-5]

*The research question and research methodology [marks 0-30]*

- Developing the research question. [marks 0-5]
- Evaluating and developing the methodological approaches to the research and sampling techniques. This may include primary and secondary research, qualitative and quantitative research methods, questionnaires, interviews, telephone surveys, panels, electronic methods, etc. [marks 0-10]
- Defining, locating and collecting evidenced-based data for critical analysis, evaluation and reporting. [marks 0-15]

*Analysis and findings [marks 0-20]*

- Analysing the research data. [marks 0-10]
- Drawing appropriate findings from the analysis. [marks 0-10]

*Conclusions, recommendations and limitations [marks 0-10]*

- Clarity of conclusions and recommendations. [marks 0-5]
- Identifying the limitations to the study. [marks 0-5]

*Format, presentation and referencing [marks 0-10]*

- Clarity of presentation and appropriate use of tables and charts. [marks 0-5]
- Correct application of the Harvard referencing system. [marks 0-5]

**Word count**

The word count for this assignment is 3,500 words. A tolerance of +/- 10% is allowed where no penalty is incurred.

Where an assignment falls outside this tolerance the total mark awarded will be reduced. Assignments which are up to 10% under or above the word count tolerance will be subject to a deduction of 5 marks, with subsequent penalties of an extra 5 marks deducted for every further 10%.

For clarification the word count applies to the entire body of the text (i.e. including headings, citations, content of tables and diagrams) but does not include the reference list or the appendices.

Materials included in appendices should add to the reader's understanding of the assignment. All appendices must be cited within the body of the assignment and must be clearly numbered.

An accurate electronic word count must be noted on the front of all assignments. The penalty for not providing a word count, or for providing an inaccurate word count, will be a deduction of 3 marks.

## FOR MORE INFORMATION:



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