

Unit 1 calendar and materials

Autumn 2021

How Unit 1 works

Our Unit 1 semester has ten teaching weeks, and you'll attend live online tutorials in seven of them. A three-week exam revision period follows. You'll complete two mock exam tasks, on which you'll receive rigorous, personalised feedback.

How the calendar works

The calendar on the right shows the topic and activities for each week. The dates are the Monday of a given week. Our Unit 1 tutorials run from 1100 to 1200 BST/GMT on Wednesdays.

Course materials

All you need to buy for Unit 1 is the books. We supply other materials, including a selection of relevant journal articles and research reports. We also provide valuable resources that we've designed specifically for our students, such as our video lessons, our guide to evaluating proposals, and our monograph on sampling.

MRS members can also access articles from the International Journal of Market Research. Our students enjoy discounted MRS membership.

The set textbooks for Unit 1 are:

- Bryman, A (2015) Social Research Methods, 5th edition. Oxford: Oxford University Press.
- Wilson, A. (2011) Marketing Research: An Integrated Approach, 3rd edition. Harlow: Pearson.

It's best to buy these books before the course starts so you can start your reading in advance.

August

23rd Preparatory week

Start reading; explore our online learning environment

30th Course introduction & overview of the research industry

Online tutorial

September

6th Client perspectives and the multiplicity of data sources

Reading week with exam preparation task

13th Research design, ethics and proposals

Online tutorial; exam preparation task

20th Choosing cases (sampling)

Online tutorial; sampling quiz

27th Quantitative data collection and questionnaire design

Online tutorial; mock exam task I

October

4th Quantitative data analysis

Online tutorial; statistics quiz

11th Qualitative data collection

Online tutorial; get feedback on mock exam task I

18th Qualitative data analysis

Online tutorial; submit mock exam task II

25th Half-term break

Take time off, or get ahead with exam revision

November

1st Reporting and presenting findings

Study week; start work on mock exam task III

8th Exam briefing with forum Q&A

Submit mock exam task III, get feedback on mock exam task II

15th Revision week 1

Study week; complete a full timed mock exam paper

22nd Revision week 2

Study week; get feedback on mandatory mock exam task III

29th Revision week 3

Final revision week

December

6th Exam week

Take exam on 7th December - good luck!