

Unit 2 calendar and materials

Spring 2022

How Unit 2 works

Our Unit 2 semester has ten teaching weeks, and you'll attend live online tutorials in six of them. A six-week coursework writing period follows. You'll complete four mock coursework 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 shown are the Monday of each week. Our Unit 2 tutorials run from 1100 to 1200 BST/GMT on Wednesdays.

Course materials

All you need to buy for Unit 2 is the books. We supply other materials, including a selection of relevant journal articles and reports. We also provide valuable resources that we've designed specifically for our students, such as our video briefings and analysis of how other candidates approached their coursework.

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

The set textbooks for Unit 2 are:

- Bryman, A (2015) Social Research Methods, 5th edition. Oxford: Oxford University Press.
- Oppenheim, AN (1992) Questionnaire Design, Interviewing and Attitude Measurement. London: Pinter.
- Smith, DVL & Fletcher, JH (2004) The Art and Science of Interpreting Market Research Evidence. Chichester: Wiley.

January

24th Preparatory week

Start reading; explore our online learning environment

31st Evaluating the fitness for purpose of research designs

Online tutorial; watch video briefing for mock coursework task 1

February

7th Thinking critically and applying theory to client problems

Study week; complete mock coursework task 1

14th Half term break

Take time off, or get ahead on reading

21st Sampling and its relationship to data analysis

Online tutorial; watch video briefing for mock coursework task 2

28th Theoretical underpinnings of social and market research

Online tutorial; work on mock coursework task 2

March

7th An introduction to studying attitudes and behaviour I

Study week; complete mock coursework task 2

14th An introduction to studying attitudes and behaviour II

Online tutorial; watch video briefing for mock coursework task 3

21st Exploring attitudes and behaviour

Study week; complete mock coursework task 3

28th Measuring attitudes and behaviour

Study week; watch video briefing for mock coursework task 4

April

4th Facilitating informed decision-making

Online tutorial; complete mock coursework task 4

11th Easter break

Prepare your Easter egg hunt

18th Easter break

Enjoy some more time off

25th Segmentation, conjoint analysis & Unit 2 review

Online tutorial; coursework materials released

May

2nd Coursework writing

Make an early start on your coursework

9th Coursework writing

Continue writing; get the first three tasks done

16th Coursework writing

Continue writing; finalise your draft

23rd Coursework feedback

Get written feedback; 1:1 session with your personal tutor

30th Coursework revisions

Integrate feedback and copy-edit your coursework paper

June

6th Coursework submission

Upload your coursework paper