For this assignment, you are required to submit a research proposal that is no greater than 1500 words in length. You can find the due date on Sussex Direct. This assignment is weighted 50% of your overall grade on the module.

Imagine a research council has announced it will be providing funding for researchers seeking to understand consumer behaviour and that they welcome applicants to submit proposals relating to this topic. The successful applicant will be awarded a year’s salary as well as £1000 of funding to carry out only one study (e.g., transport costs, participation incentives). The aim of this assignment is to develop a research proposal that aims to convince the research council to fund the research project.

For this assignment, you can choose your own research question so long as it is relevant to understanding marketing and consumer behaviour. Please ensure that your project is realistic and implementable. The research council has insisted that will only fund research which uses online surveys, but they note that the study can be qualitative or quantitative in its approach. Therefore, you may choose either of these methods for your proposal.

The research council has issued guidance saying that the proposal must include the following sections:

1. Title Page
2. Abstract
3. Introduction
4. Methods
5. Analytic Strategy
6. References
7. Appendices (Optional)
Computer Based Exam CEX (50%)  

Students will have a 24 hour window within which to begin the 90 minute exam. (includes 30 minutes extra time should any technical difficulties arise). The exam will cover the material presented in the first 6 weeks of the course, including the material delivered by the teaching team as well as the essential readings. The exam will be composed of three parts, which are weighted differently.

- **Part A** (40 marks) will ask you to report and interpret SPSS output from Factor Analysis, Mediation Analysis and Moderation Analysis.
- **Part B** (40 marks) will assess your understanding and evaluation of qualitative research methods.
- **Part C** (20 marks) will assess your creative use of research methods by describing a novel piece of research and you are expected to identify the various analyses you would advise.

The assessment will include multiple choice, short answer, and long answer questions. Some practice questions will be provided throughout the module.