

GUIDANCE FOR RESEARCH

WRITE THE TITLE OF YOUR RESEARCH

1.0 INTRODUCTION

This section gives an overview of the research area you are investigating. You start by a general explanation of the area of research and end by explaining why you would like to do this research (150-200 words).

2.0 BACKGROUND

Here you give a literature review about the topic you are studying. This section presents secondary research on work done by others regarding the topic being researched. For example if you are discussing about improving marketing strategies, you present a discussion of why marketing is important. You also need to discuss the different marketing strategies including their advantages and disadvantages. If you are researching on consumers' perspectives, you may need to discuss what you understand about consumer behaviour. You could also explain why consumer behaviour is important. Here you should cite your literature using Harvard referencing (this is important because it demonstrates that you are able to review work by other authors. (700 words).

3.0 AIMS AND OBJECTIVES

The aim is the broad topic you are looking at.

Objectives are the intended steps you will take in investigating your topic. You can present about 3 aims. (100 words)

4.0 METHOD

Give an explanation of the step by step procedures of what you did to investigate the topic. This may include how you interviewed people. Give the geographical area in which you carried out the research. How many people were recruited for the study and the criterion you used to select the participants. Give an overview of the nature of the questions you explored. This section should be in past tense. (250 words).

5.0 RESULTS

Present results of the survey/questionnaire in tabular form as shown in guidance on Lesson 3 for term 2. (Could up to 200 words but may vary)

6.0 DISCUSSION

Discuss what the results you obtained from your investigation mean. Suggest areas for improvement as guided by the results presented in section 5 (500 words).

7.0 CONCLUSION

Present an overall conclusion to your research. No new information in this section.