

Faculty of Commerce & Business Administration

Marketing Research

Information :

Course Code : MKT 364

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Accounting

Area Of Study :

This course provides an introduction to the design and implementation of marketing research. Emphasis is placed on the appropriate choice and design of marketing research methodologies and interpretation, use and dissemination of marketing information. Both qualitative and quantitative approaches are addressed. The purpose of this course is to provide an introduction to the marketing research process; this process involves problem identification, research design, data collection, data analysis and reporting of results.

Description :

Principles, approaches, and every-day utilization of marketing research in business to build customer loyalty and manage customer relationships are the foci of this course. Students will learn how to shape research questions around marketing issues, and to develop and implement a research design to address their research questions. The capstone assignment is a survey research project in customer satisfaction.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Understand the needs of marketing managers for marketing and market information.
2 -	Determine the objectives of the marketing research project
3 -	Identify the type of research that will best help achieve the objectives
4 -	Understand each stage of the marketing research process and will be familiar with the decisions that need to be made at each stage of the process;?
5 -	Show an understanding of questionnaire design and sampling theory.
6 -	Understand how to manage and execute survey fieldwork.
7 -	Learn how to write a good marketing research proposal.
8 -	Learn how to write reports that convey marketing information simply and effectively and encourage marketing action
9 -	Present marketing information to garner and maintain the attention of marketing decision makers.

b.Intellectual Skills: :

1 -	Develop skills in the process of problem identification,
2 -	Identify the appropriate marketing research techniques needed to achieve a research objective .
3 -	Practice critical analysis and problem solving competencies in marketing research
4 -	Apply logical thinking to solve Marketing problems

5 -	Interpret findings and make recommendations
c. Professional and Practical Skills: :	
1 -	Display problem analysis skills and an ability to translate a management problem into a feasible research question.
2 -	Demonstrate a working knowledge of the concepts and methods of marketing research.
3 -	Design a research program to achieve a specific research objective.
4 -	Recognize with an increased sensitivity the biases and limitations of marketing data.
5 -	Use examples from current events and real-world marketing situations to apply, illustrate, and discuss different marketing research problems.
6 -	Learn how to design a questionnaire.
d. General and Transferable Skills: :	
1 -	Collaborate effectively by working as a part of a team, undertaking and managing teamwork tasks.
2 -	Communicate through oral presentations and written submissions to an informed audience.

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to Marketing Research and the Research Process	4	3	1
Problem definition and developing an approach	4	3	1
Research Design	4	3	1
Secondary Data Sources	4	3	1
First mid term	4	3	1
Qualitative Methods	4	3	1
Survey and observation	4	3	1
Descriptive and Causal Research Design	4	3	1
Measurement and Scaling	4	3	1
Second mid term	4	3	1
Questionnaire Design	4	3	1
Sampling: Theory and Design	4	3	1
Data preparation / Report preparation and presentation	4	3	1
Revision	4	3	1

Teaching And Learning Methodologies :
Text book
Related published works
Examples and case studies
Individual and group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
First Mid-Term Exam	20.00	6	
Final Exam	40.00	16	
Presentations	10.00	13	
Second Mid-Term Exam	20.00	11	
Semester Work(assignments)	10.00	13	

Course Notes :

Brief Lecture Notes
PowerPoint Slides

Recommended books :

Coakes, Sheridan J., Steed, Lyndall, & Ong, Clara (2009), SPSS Version 16.0 for Windows: Analysis without Anguish. Milton: Wiley.

Periodicals :

Journal of Marketing Research

Web Sites :

Journal of Marketing Research