

Marketing Research

Course Title	Marketing Research		
Course Code	MKT617	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	MKT500	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	20	<ol style="list-style-type: none"> Improving your problem definition skills. Only defining the problem in an appropriate manner will the research results be maximally useful to the decision-maker. Developing your ability to critically evaluate alternative research designs, and to develop and select the most appropriate one for a particular problem situation. Providing you with the necessary skills to implement a research design--selection of a data collection method, development of the data collection instrument, sample design, and the actual collection of the data. Providing you with an introduction to the various data analysis procedures and presentation, that are most frequently used in marketing research. Increasing your awareness of the ethical issues associated with supplier/client relations, research design, data collection, data analyses and the presentation of results.
2. Asian Expertise	30	
3. Creative Management Mind	20	
4. Cross Cultural Communication	20	
5. Social Responsibility	10	

Course Description

Marketing Research is a little like searching for a needle in a haystack. Researchers search for answers but forming the questions can be just as important. Following this analogy, the researcher must address questions such as these: How do you find the needle? Where does the search start? How do you translate recorded data into intelligence that can be used to answer managerial questions? The process enables a company to identify its customers and design products that maximize the value they receive from a purchase.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance	20	Title: <u>Basic Marketing Research: Integration of Social Media</u> Edition: International 4 th edition Author(s): Naresh K. Malhotra Publisher: 2012. Pearson International Edition ISBN-13: 978-0-13-257018-3
Individual Assignment	10	
Group Research	30	
Midterm Exam	20	
Final Exam	20	

Course content by Week

1	Introduction to Marketing Research
2	Defining the Marketing Research Problem and Developing an Approach
3	Research Design*
4	Exploratory Research Design: Secondary Data.
5	Exploratory Research Design: Syndicated Sources of Secondary Data.
6	Exploratory research Design: Qualitative Research.*
7	Descriptive research Design: Survey and Observation.
8	Causal Research Design: Experimentation.
9	Measurement and Scaling: Fundamentals and Comparative Scaling.
10	Measurement and Scaling: Non comparative Techniques
11	Questionnaire and Form Design
12	Sampling: Design and Procedures, Final and Initial Sample Size Determination
13	Data Preparation and Analysis Strategy Ethical Issues
14	Report Preparation and Presentation / Ethical Issues
15	Final Exam