

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

Course name	Marketing Research
Course number	BUSA4320
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

#### Course Objectives

- 1 - To discuss specific issues relating to the marketing research project, and the marketing research process,
- 2 - To equip the students with the major concepts of the scientific research approach, and the exploratory and conclusive research designs,
- 3 - To equip the students with the major techniques of sampling, measurement and scaling, questionnaire building, data preparation and preliminary data analysis, and report preparation and presentation issues.

#### Intended Learning Outcomes

Knowledge and Understanding	* Gain a better and detailed background and understanding of the marketing research process and the scientific research approach
Intellectual Skills	* understand how to use the scientific research approach in order to conduct a marketing research
Professional Skills	* The Students will be able to conduct a professional marketing research to either discover opportunities or solve a problem

#### Course Contents

- 1 - Chapter 1 – Introduction to Marketing Research: Scientific research approach and problem definition
- 2 - Chapter 2 – Exploratory Research Design
- 3 - Chapter 3 – Conclusive Research Design
- 4 - Chapter 4 – Sampling
- 5 - Chapter 5 – Measurement and Scaling
- 6 - Chapter 6 – Questionnaire Design
- 7 - Chapter 7 – Data Preparation and Preliminary Data Analysis
- 8 - Chapter 8 – Report Preparation and Presentation

## Teaching and Learning Methods

- 1 - - Lecturing.
- 2 - - Group discussions – (Case Studies).
- 3 - - PowerPoint presentations.
- 4 - - Outside reading materials if needed.

## Teaching and Learning Methods for the Disabled Students

- 1 - N/A

## Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
- Class attendance and participation	During the Semester	5
- Group work, presentations and quizzes	During the semester	5
- Midterm exam and Project	8th week of the semester	30
Final Exam	14th week of the semester	60

## Books and References

Essential books                      Shukla P. (2008): "Marketing Research". Ventus Publishing ApS, Frederiksberg, Denmark.

## Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
Chapter 1 – Introduction to Marketing Research: Scientific research approach and problem definition	Week 1				
Chapter 2 – Exploratory Research Design	Week 2 and 3				
Chapter 3 – Conclusive Research Design	Week 4 and 5				
Chapter 4 – Sampling	Week 6 and 7				
Chapter 5 – Measurement and Scaling	Week 9				
Chapter 6 – Questionnaire Design	Week 10 and 11				
Chapter 7 – Data Preparation and Preliminary Data Analysis	Week 12 and 13				
Chapter 8 – Report Preparation and Presentation	Week 14				