

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

Course name	Marketing Research
Course number	EBUS4320
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

#### Course Objectives

- 1 - Discuss what market research is and how, why, and when its useful
- 2 - Identify a range of market research tools (e.g., focus groups, interviews, surveys), consider their strengths and weaknesses, and discuss when it would (and wouldn't) make sense to use each
- 3 - Use these tools to solve business problems and craft business strategies
- 4 - To be able to exploit Marketing Research data for management decisionmaking

#### Intended Learning Outcomes

Knowledge and Understanding	<ul style="list-style-type: none"> <li>* Understand the process of marketing research and its different processes</li> <li>* Identify sources of information and understand different research methods</li> <li>* Apply selected research methods and analyse and interpret both qualitative and quantitative data</li> <li>* Conduct and analyse a focus group discussion and build a simple questionnaire from a web-based survey administration site.</li> </ul>
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#### Course Contents

<ol style="list-style-type: none"> <li>1 - During the course, we will discuss a wide range of research methods including in-depth interviews, focus groups, surveys and modeling, and their application to the services and non-profit sectors. We will also discuss data sources and data collection methods. Students will have the opportunity to define a business problem, develop a research plan, collect and analyze data and present findings and their implications as a class project.</li> </ol>
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#### Teaching and Learning Methods

<ol style="list-style-type: none"> <li>1 - Lectures and research report preparation and presentation is required</li> </ol>
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## Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid-Exam	8 weeks	30 %
Final-Exam	16 Weeks	60 %
Report assignment	10 Weeks	10 %

## Books and References

Course note	Bradley, Nigel Marketing Research. Tools and Techniques.Oxford University Press, Oxford, 2010
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## Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
Marketing research yields relevant, accurate, and timely information about consumers, and plays a critical role in managerial decision making	16 weeks	Market research provides important information to identify and analyze the market need, market size and competition.	Gathering and interpretation of information about individuals and organizations	Market research is one of the key factors used in maintaining competitiveness over competitors.	Conducting both qualitative and quantitative techniques and analysis of secondary data