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| 1. Course code: | MKT362 | | | 1. Course title: | | | | | Marketing Research | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: BSc. in Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3 Credit Hours | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT261 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: https://blackboard.uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Nada Megahed | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Coordinator: Dr. Nada Megahed | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | **X** | | | Second | | | | |  | | Summer | | | | |
| 1. Textbook   Marketing Research: An Applied Orientation (7th Edition), By Naresh Malhotra. Pearson Education, ©2019 ]e-Textbook[ | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library   (<http://www.ac-knowledge.net/uobv3/1>) | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.):   Pearson MyLab: https://www.pearsonmylabandmastering.com/global/index.html  Additional Course Material Resources:  http://www.marketresearchworld.net/component/option,com\_weblinks/Itemid,23/ | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   The main objective of this course is to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems. This course starts with fundamental understanding of the nature and scope of marketing research and its role in designing and implementing successful marketing programs. It also cover the technical aspects of marketing research (both qualitative and quantitative research methods). It also includes real life application using various simulation games and mini-cases. Students will practice all acquired knowledge and learned skills through solving a real business problem using marketing research methods during their final projects. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| a. Knowledge | | | b. Globalization | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
| Learning Goals | | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | | | b2: Global Perspective | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1.Describe the nature and characteristics of marketing research, its classifications, and the steps of marketing research process. | | | | | ✓ |  | |  | | | ✓ |  |  |  | |  | |  |  | ✓ |  |
| 2.Apply the steps and techniques of marketing research process in defining and solving a specific real business problems facing organizations. | | | | |  | ✓ | |  | | | ✓ |  | ✓ |  | |  | |  |  |  |  |
| 3.Develop skills in analyzing data, interpreting findings and drawing conclusions about the issue under study. | | | | |  |  | |  | | |  | ✓ |  | ✓ | | ✓ | |  |  |  | ✓ |
| 4.Collaborate with other classmates productively in the discussion and group work whenever applicable; communicate and present information effectively. | | | | | ✓ |  | |  | | |  |  |  | ✓ | | ✓ | |  | ✓ |  |  |
| 5.Enhance ability of searching for secondary data, as well as collecting primary data for decision making. | | | | |  |  | | ✓ | | |  | ✓ |  |  | |  | |  | ✓ | ✓ |  |
| 6.Develop ability to assess and analyze marketing business cases of MNCs, and present solid recommendations. | | | | |  | ✓ | | ✓ | | |  |  | ✓ |  | |  | |  |  |  | ✓ |

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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment  (2-hour) | Short Written Quizzes  CILOs 1,2,3,4,5 | 3 | 15 % | TBD |
| Engagement Activities  (1-hour) | Business Mini-Cases  CILOs 2,3,4 | 6 | 15 % | TBD |
| Examination/ project/assignment/other | Group Assignment  CILOs 4,5,6 | 1 | 30 % | TBD |
| Final Examination  (Lockdown + Respondus) | Online Exam  CILOs 1,2,3,4,5 | 1 | 40% | TBD |
| Total |  |  | **100%** |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Introduction to Marketing Research | Define marketing research and distinguish between problem identification and problem-solving research. Describe the six steps of the marketing research process. |
| |  | | --- | | Defining Marketing Research Problem & Developing the Approach | | Describe the tasks involved in problem definition. Discuss the environmental factors affecting the definition of the research problem. Clarify the distinction between the management decision problem and the marketing research problem. Discuss in detail the various components of the approach. |
| |  | | --- | | Research Designs | | Introduce the three research designs: Exploratory, Descriptive and Causal. Discuss the differences between qualitative and quantitative research approaches. Illustrate the data collection methods under each research design. |
| Measurement & Scaling | Introduce the concepts of measurement and scaling. Discuss the primary scales of measurement and differentiate nominal, ordinal, interval, and ratio scales. Classify and discuss scaling techniques as comparative and noncomparative. |
| |  | | --- | | Questionnaire Design | | |  | | --- | | Explain the purpose of a questionnaire and its objectives. Describe the process of designing a questionnaire, the steps involved, and guidelines that must be followed at each step. Discuss the considerations involved in designing questionnaires for international marketing research. | |
| Sampling Design and Procedures | Discuss the sampling design process: definition of the target population, determination of the sampling frame, selection of sampling technique(s), determination of sample size, and execution of the sampling process. Classify sampling techniques as nonprobability and probability sampling techniques. |

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| 1. Weekly Schedule |

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| **Week** | **Topics covered** | **CILOs** | **Teaching Method** | **Assessment** |
| **1** | What is Research? Why do we do Research? | **1** | - Online Lecture  - Flipped Classes  - Business Simulation Games  - Business Mini-Cases | Continuous Assessment  &  Engagement Activities  &  Final Exam |
| **2** | Ch 1: Introduction to Marketing Research | **1,2** |
| **3** | Ch 2: Defining the Marketing Research Problem and Developing an Approach | **1,2,3** |
| **4** | Ch 2: Defining the Marketing Research Problem and Developing an Approach **(Cont.)** | **1,2,3** |
| **5** | **Research Design Formulation**  Ch 4: Exploratory Research (Part 1) | **1,3,5** |
| **6** | **Research Design Formulation**  Ch 5: Exploratory Research (Part 2) | **1,3,5** |
| **7** | **Research Design Formulation**  Ch 6: Descriptive Research | **1,3,5** |
| **8** | MID SEMESTER BREAK | | | |
| **9** | **Research Design Formulation**  Ch 7: Causal Research | **2,3,5** | - Online Lecture  - Flipped Classes  - Business Simulation Games  - Business Mini-Cases | Continuous Assessment  &  Engagement Activities  &  Final Exam |
| **10** | Ch 8 & Ch 9: Measurement and Scaling  **Instructor’s Handouts** | **2,3,5** |
| **11** | Ch 10: Questionnaire Form and Design | **2,3,5** |
| **12** | Ch 10: Questionnaire Form and Design **(Cont.)** | **2,3,5** |
| **13** | Ch 11: Sampling Design and procedures | **2,3,5** |
| **14** | Data Preparation and Analysis  **Instructor’s Handouts** | **1,2,3,5** |
| **15** | Ch 22: Report Preparation and Presentation | **1,2,3,4,5** |
| **16** | Revision for Final Exam | **1,2,3,4,5** |