Course Title: Marketing Research
Course Number: 502512
Credit Hours: 3
Pre requisite: 
Placement: 
Instructor: 
Course Description:
General objectives:
Course objectives are to accomplish the following:
- To impart students' problem solving skills and to train them on how to translate a management problem into a feasible research question.
- The objective of this course is to develop analytical skills in the formulation and implementation of market research; qualitative and quantitative research in the marketing field.
- To make students practice applying research concepts and methods on some marketing problems.
- To assist students to understand the research design, collecting, sampling and measuring as much as analysis of various types of data.
- To highlight the importance of Internet as a practical and effective tool for marketing research.

Course outline:
Importance of Marketing Research
Importance of Marketing Research
Read selected pages from Chapter 1
1. Introduction to Marketing Research
2. Definition and classifications of marketing research
3. A decision-making perspective on marketing research

Defining Marketing Research Problem & Developing Approach
1. Environmental context of the problem
2. Management decision problem & marketing research problem
3. Secondary data and qualitative research
4. Components of the marketing research process

Research Design Formulation
1. The marketing research process
2. The study proposal
3. Research design and implementation
4. Secondary & primary data
5. Evaluation of internal & external secondary data sources

Exploratory & Descriptive Research Design
1. Qualitative versus quantitative research
2. The concept of focus group, planning, conducting & applications
3. Online focus group interview, advantages & disadvantages
4. Survey & observations

Observational Methods & Casual Research Design
1. Survey methods & observation methods
2. Experimentation design
3. Laboratory & field experiments research

Validity & Reliability
1. Attitude measurement and scaling
2. Scaling techniques
3. Concepts and relationship between validity and reliability

Sampling Types, Design, Procedures & Size
1. Sampling fundamentals
2. Classification of sampling techniques
3. Probability and non-probability sampling
4. Sample size and statistical theory

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Evaluation methodology :
References :
Course Schedule :
Topic____________________________________Hours
No Information Available...