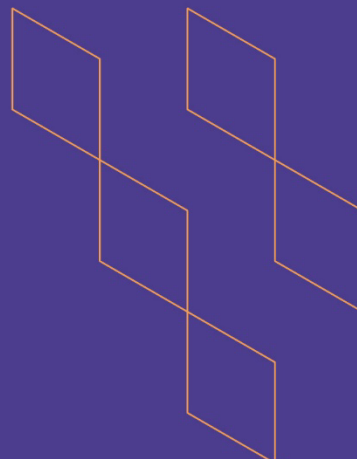




T-104  
2022

## Course Specification



Course Title: **Marketing Research**

Course Code: **MKT 432**

Program: **BS in Business Administration Marketing**

Department: **Marketing**

College: **College of Business and Tourism**

Institution: **The University of Prince Mugrin (UPM)**

Version: **V2**

Last Revision Date: **21/07/2023**



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## A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 8/ Year 4	
4. Course general Description	
<p>This course provides a comprehensive exploration of the principles, methods, and applications of marketing research. Students will develop a strong foundation in the key concepts and techniques essential for gathering, analyzing, and interpreting data to inform strategic marketing decisions. Emphasizing both quantitative and qualitative research methodologies, the course covers topics such as survey design, data collection, statistical analysis, and market segmentation. Through practical exercises and case studies, students will gain hands-on experience in conducting market research, understanding consumer behavior, and evaluating market trends. The course will also address ethical considerations in marketing research, ensuring students develop a responsible and principled approach to data collection and analysis.</p>	
5. Pre-requirements for this course (if any): MKT 201	
6. Co- requirements for this course (if any): STAT 311	
7. Course Main Objective(s)	
By the end of the course, the student will be able to:	
<ul style="list-style-type: none"> <li>• Understand on how to systematically design research, gather, and analyze data,</li> <li>• Derive marketing decisions.</li> <li>• Learn a practical framework for conducting research, knowledge to properly design research.</li> <li>• List tools to analyze data and practical information sources.</li> </ul>	

### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4.	Distance learning		



## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	45
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	<b>Total</b>	<b>45</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	<b>By the end of this course, students will be able to.....</b> Knowledge and understanding			
1.1	Identify the marketing research components.	K1	<ul style="list-style-type: none"> <li>Lecture,</li> <li>Tutorial,</li> <li>Reading Materials</li> <li>Memory Activities</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes,</li> <li>Multiple choice questions,</li> <li>True/False questions.</li> </ul>
1.2	Differentiate between marketing research design and methodology.	K1	<ul style="list-style-type: none"> <li>Lecture,</li> <li>Tutorial,</li> <li>Reading Materials</li> <li>Memory Activities</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes,</li> <li>Multiple choice questions,</li> <li>True/False questions.</li> </ul>
2.0	<b>Skills</b>			
2.1	Design relevant research problem.	S3	<ul style="list-style-type: none"> <li>Lecture,</li> <li>Tutorial,</li> <li>Case studies,</li> <li>Report/Survey.</li> </ul>	<ul style="list-style-type: none"> <li>Case study,</li> <li>Research paper / report.</li> </ul>
2.2	Analyze basic qualitative and quantitative data.	S1	<ul style="list-style-type: none"> <li>Lecture,</li> <li>Tutorial,</li> <li>Group work,</li> <li>Case studies</li> <li>Short answers.</li> </ul>	<ul style="list-style-type: none"> <li>Short answers,</li> <li>Problem solving task,</li> <li>Report</li> <li>Presentation.</li> </ul>
2.3	Present to decision makers the research problem and results using research report and/or oral presentation.	S4	<ul style="list-style-type: none"> <li>Presentation,</li> <li>Brainstorm,</li> <li>Project.</li> </ul>	<ul style="list-style-type: none"> <li>Presentation,</li> <li>Essay</li> <li>Project.</li> </ul>

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Consider ethical principles when designing and conducting marketing research.	V2	<ul style="list-style-type: none"> <li>• Presentation,</li> <li>• Brainstorm,</li> <li>• Project.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation,</li> <li>• Project.</li> </ul>

### C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Marketing Research	3
2.	The problem definitions process	3
3.	Secondary data vs primary data	3
4.	The qualitative research	3
5.	The survey research	3
6.	Online Marketing research	3
7.	Primary data collection_ Observation	3
8.	Primary data collection_ Extermination and test markets	3
9.	The concept of Measurement	3
10.	Questionnaire Design	3
11.	Basic Sampling Issues	3
12.	Sample Size Determination	3
13.	Data Processing and Analysis	3
14.	Powerful Statistics Methods	3
15.	Communicating the results	3
Total		45

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments	Week 9 to 14	20%
2.	Research Project	Week 14	60%
3.	Midterm exam	Week 8	20%
...	Total		100%

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Naresh., K.Malhotra. (2019).Marketing Research. 7th edition. Prentice Hall
Supportive References	Analyzing the Target Market, Part 1: Chapter 3, Marketing Research, Marketing Research (5th Asia-Pacific Edition) by Babin, D'Alessandro et al. Published in 2020, by Cengage Learning Australia
Electronic Materials	Suitable Articles from: Digital Library Databases (SDL)
Other Learning Materials	

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Regular classrooms with whiteboard and projector. Lecture rooms with enough audio-visual facilities, lecture theater for guest lecture or seminar.
Technology equipment (Projector, smart board, software)	Smart board, internet connection
Other equipment (Depending on the nature of the specialty)	Library/resource center (including online resources)

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students / Program Leaders	Direct / Indirect
Effectiveness of students assessment	Program Leaders, Faculty	Direct
Quality of learning resources	Faculty, Program Leaders	Indirect
The extent to which CLOs have been achieved	Program Leaders	Direct
Other		

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	MGT&MKT 01.23.24
DATE	21 AUGUST 2023

