

Course Title: BBA 417 Marketing Research

Term: Fall 2022

Instructor: TBA

Course Credit: 3

Mode of Instruction: Online

Course Description:

This course offers the conceptual and practical considerations in conducting and using marketing research in decision making. Topics include problem definition, questionnaire design, data collection, sampling, data analysis, and use of scanner data. Unstructured interviews, exploratory research, causal research, survey design and types of information and measurement scales will be also discussed. Upon completion of the course, students will be able to apply scientific research methods to develop marketing strategies and assist marketing personnel in making prudent marketing decisions.

Course Prerequisites:

BBA 310 Principles Of Marketing In A Global Economy

Learning Outcomes:

By the end of the course, the student should be able to:

- A. Understand fundamental concepts, and measurement tools essential to planning, conducting, and evaluating marketing research activities;
- B. Utilize exploratory research and secondary information sources to formulate relevant research questions;
- C. Explain how a company can identify and define market opportunities, and improve marketing activities and service quality through market analysis;
- D. Collect and analyze data using statistical software, and interpret findings to address

marketing research problems.

Course Material:

Clow Kenneth, James Karen, *Essentials of Marketing Research: Putting Research Into Practice*, SAGE Publications, 2013.

Evaluation:

- Assignments [40%]
- Mid-term Exam [25%]
- Final Exam [35%]

Description of the Evaluation tasks:

Assignment/ Essay/ ... : During the term, students will be required to finish several evaluation tasks within due date. All the tasks are linked with specific course topics/outcomes and will adequately assess students' competence and learning outcomes. Students are encouraged to meet with instructor about these tasks at any point.

Mid-term/ Final Exams/ Quiz/... : There may be periodic quizzes given at the beginning of lecture sessions; the feedback from these quizzes will monitor the progress of the learners and help to set learning priorities. There will be mid-term exam/ final exam for the course. They are the basic criteria for the evaluation of students' learning outcomes and final grade.

Grading Policy:

Students are supposed to finish each online lecture. Prior to each class, students should finish the required readings. During the class time, students are encouraged to make use of all relevant online course resources and communicate with the instructor. Students' grades are accumulated based on the cumulative evaluations.

Students' letter grade will be assigned according to the following scale:

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D+ 57-59	D 53-56	D- 50-52
F < 50		

Academic Integrity:

Students must strictly adhere to the university's academic integrity rule; and all essays, exams and any other form of academic assignments must adhere to these rules. Any form of plagiarism, cheating, or misappropriation of materials will be considered a violation of academic integrity and will be punishable by the university.

Withdrawal from the Course(s):

Students will be able to apply for a transfer or withdrawal within 3 days of the starting date of the course. If a withdrawal is applied for within 3 working days, the tuition fee will be fully refunded. After 3 days, the tuition fee will not be refunded. If a withdrawal is applied for in the first two weeks, it will be recorded as W (Withdraw) on the course transcript. After this initial two-week period, the class will be recorded as F (Fail).

Tentative Schedule:

Week 1	
1	Introduction to marketing research
2	The role of marketing research
3	Marketing research and decision making
4	The marketing research process

5	Qualitative and quantitative research Assignment 1
Week 2	
6	Types of marketing research
7	Secondary data and research
8	Sources of secondary data
9	Qualitative research
10	Projective techniques Assignment 2
Week 3	
11	Observation research
12	Dimensions of observation research
13	Mid-term Exam
14	Survey research
15	Experimental research Assignment 3
Week 4	
16	Sampling and measurement
17	Sampling procedures
18	Measurement methods
19	Marketing scales
20	Analyzing and reporting marketing research Assignment 4
Week 5	
21	Questionnaire design Fundamental data analysis
22	Analysis of differences and regression analysis Research reports and presentations
23	Activities: Conduct descriptive research and analyze data
24	Students presentation
25	Final Exam