

# INTRODUCTION TO MARKETING RESEARCH

Course No	:	BUS 270
Course Title	:	INTRODUCTION TO MARKETING RESEARCH
Prerequisites	:	BUS 154
Course Type	:	Major – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail ;
Office Hours	:	
Class Time	:	
Lecture Class	:	

## **Course Objectives:**

The course is intended to acquaint the student with the fundamental marketing research skills of problem formulation, research design, questionnaire design, data collection, data analysis, and report presentation and writing. The objective is to acquaint students with the knowledge and skills required to enable them to undertake their own qualitative and quantitative research. A combination of lectures, case discussion, and the group project will be used to meet the course objectives.

## **Course Description:**

This is a "hands on" course. It covers the role of marketing research in marketing decision making. Emphasis is placed on marketing research within the context of the UAE business environment and the use of the internet as a research tool. The course covers definition of research problems, selection of research methodologies, design of research projects, interpretation of research results, and translation of research results into action. The heart of this course is an independent research project, which will take the entire semester to complete. By the time it is completed, the student will have mastered an array of extremely valuable skills.

## **Course Outline:**

1. Basics of Marketing and Its Interface with Research
2. Planning the Research Process
3. Research Design
4. Sampling
5. Data Collection Methods
6. Measurement Instruments
7. Data Collection Skills
8. Data Analysis
9. Communicating Research Results
10. Research Management
11. Web Survey Research and Data Delivery Methods

## **Learning Outcomes:**

After completing the course the student will be able to:

1. Define Marketing Research, its role in marketing and its importance.
2. Explain the Marketing Research Process and its relevant steps.
3. Summarize the use of technology and data management techniques to support marketing research activities.
4. Explain the different types of marketing data and pertinent collection techniques.
5. Compare and contrast quantity and quality tools used in assessing marketing data.
6. Communicate the results of Marketing Research analysis, including the interpretation of data, selection of analytical tools and areas for potential improvement.

## **Use of Modern Instructional Technology:**

Use of LCD Projector, PC, CD ROM, modern Spreadsheet and Electronic presentation packages

## **Skills to be developed:**

This course helps students in developing the following skills:

- |  |   |
|--|---|
| 1. <b>Communication</b> (Oral & written) | <b>Through Assignments, Case Study discussions and Examinations</b>               |
| 2. <b>Analytical</b>                     | <b>Through Case studies and examinations</b>                                      |
| 3. <b>Team Work</b>                      | <b>Through Case studies</b>   |
| 4. <b>Creative Thinking</b>              | <b>Through Case studies, assignments, classroom discussions</b>                   |
| 5. <b>Adaptability to Change</b>         | <b>Through Case studies, and examinations</b>                                     |
| 6. <b>Ethics</b>                         | <b>Through lectures and assignments</b>   |
| 7. <b>Use of Information Technology</b>  | <b>Through use of PCs, Internet, CD-ROM, Statistical data base in the library</b> |
| 8. <b>International issues</b>           | <b>Through Case studies, assignments, classroom discussions, and examinations</b> |

## **Evaluating Student Performance:**

Class participation and attendance	10%
Individual assignments /or/ Tests (two)	40%
Mid-term examination	20%
Project Presentation (Final)	30%

Assignment	LO1	LO2	LO3	LO4	LO5	LO6
Class participation	X			X		
Assignments			X		X	
Tests	X	X		X		
Mid-term exam	X	X		X	X	
Research Project					X	X

### **Grading:**

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2,5	< 60	F	0.0

### **Educational Resources:**

<b>Educational Resource</b>	<b>Description</b>	<b>Comments</b>
<b>Textbooks Required</b>	<b>Basic Marketing research, 5<sup>th</sup> ed., (2004)</b> By Churchill, Gilbert A., Jr. & Brown, Tom J. US: South-Western.	
<b>References</b>	<b>Internet Marketing Intelligence: Research Tools, Techniques, and Resources, 1<sup>st</sup> ed., (2003)</b> by Edward Forrest <b>State of the Art Marketing research, 2<sup>nd</sup> ed., (1998)</b> by Albert Blankenship and George Breen. <b>The Hand Book of Online Marketing Research: Knowing your customer using the Net, 1<sup>st</sup> ed., (2001)</b> by Joshua Grossnickle and Oliver Raskin.	
<b>Websites</b>		
<b>Journals</b>	<b>Journal of Marketing</b>	
<b>Computers</b>	<b>Internet searches for obtaining info on Marketing Research</b>	
<b>CD - ROM :</b>	<b>(CD-ROM) data base in the library + Action learning through CD</b>	
<b>Other Resources:</b>	<b>Library resources, Internet search of periodicals</b>	

**Course Schedule & Outline:**

**Sixteen Week Semester, 3 hrs/Wk**

<b>Date</b>	<b>Week</b>	<b>Outline Syllabus</b>	<b>Learning Outcomes</b>	<b>Homework Assignments, Due dates</b>
<b>February</b> 12/2-16/2	1		LO1	
<b>February</b> 19/2-23/2	2		LO2	
<b>May</b> 28/5- 31/5		<b>General Review</b>		