**Marketing Research**

**Course Code: 302 MKT**

**Semester : 2ndSemester- 1438-1439 Section: 29148**

**Credit Hours: 3** Office No: 195

## Instructor: Dr. Samiha Mjahed E-mail: [smjahed@ksu.edu.sa](mailto:qahtanis@ksu.edu.sa)

**Objective:**

The most important objective of this course is to make students understand the concept of Marketing Research. In addition, at the end of the course, students will develop skills based on comprehension of marketing research from both a decision-making (user) orientation and a researcher orientation. This course will also help students to:

* Translate a marketing problem into a feasible research question.
* Be aware of the many sources of marketing information and the various means of gathering such information.
* Develop a general understanding data analysis techniques (i.e., should be able to decide which technique is appropriate and understand the managerial implications of analytical results).
* Be able to design and execute a basic survey research project.

**Text Book and References:**

|  |  |
| --- | --- |
| **Reference Books** | **Author / Publication** |
| Essentials of Marketing Research, 6th ed. - 2016 | Babin, B. J. andZikmund, W. G. / South-Western: Cengage Learning. |
| Marketing Research 5e - 2013 | Naresh K. Malhotra / Prentice Hall |
| Marketing Research 9e | David A Aaker, V Kumar and George S Day  / John Wiley & Sons, NY |

**Course Description:**

The course will enable students to learn fundamental concepts in Marketing Research (MR). Data sourcing and collection being the major task of MR, students can get to know types of data sources, data collection methods and instruments. The heart of the MR is Methodology, which equips with methods and designs to plan and implement and conduct successful experiments in the social sciences area. The Analysis part deals with tools to tabulate and process the data. Finally, it will enlighten them of how the MR process shouldbe organized in an understandable report format.

# 1. Method of Assessment (100 total potential marks)

1. **Exams: (**70marks)

There will be three exams as follows:

|  |  |  |  |
| --- | --- | --- | --- |
| **Exams** | **Marks** | **Dates** | **Chapters** |
| **Mid Term 1** | 15 marks | Week (6), Monday 13/3/2017 | 1,3,4 |
| **Mid Term 2** | 15 marks | Week (11), Monday 24/4/2017 | 5,7,8 |
| **Final Exam** | 40 marks | 3/6/2017(13:00-15:00) | 10,11,12,14,16 |

* There will **be no make–up Exams for mid-terms** without official excused documentation for your absence.
* Exams are comprehensive. Each exam will cover chapters from the assigned readings of the textbook, Power Point Slides, and lectures. Exams will consist of multiple-choice, trueandfalsestatements, and essay questions.

# Homework assignments, group project, participation and attendance (30marks)

* Group project report and presentation (30 marks (25+5 presentation).

**Attendance Policy**: You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course**. If you are late**, please call back at the end of the class **don’t knock the door to enter the class. Each unexcused missed class will result in a deduction of half a mark from the total marks for the course**.

**It is the university policy to insure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes, the student will be penalized with ((حرمان.**

**Academic Dishonesty:**

**If you are caught cheating, University policy will be enforced.**

**Students with special needs:**

If you are special need student, please inform me as soon as possible so that I can do my best to make the class friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.

**Weekly Subjects**

|  |  |  |  |
| --- | --- | --- | --- |
| **Weeks** | **Chapter** | | Topic, Exams, and Assignment |
| Week 1 | Chapter 1 | | The Role of Marketing Research |
| Week 2 | Chapter 3 | | The Marketing Research Process |
| Week 3 | Chapter 4 | | The Human Side of Marketing Research: Organizational and Ethical Issues |
| **Project progress** | | **HW** (**1**) **Research Problem** |
| Week 4 | Chapter 5 | | Qualitative Research Tools |
|  | Chapter 7 | | Survey Research |
| Week 5 | **Project progress** | | **HW** (**2**) **Research Objectives and Hypotheses** |
|  |  | | **Mid Term (1): Chapters (1,3,4), 12/3/2018** |
| Week 6 | Chapter 8 | | Observation |
| Week 7 | Chapter 10 | | Measurement and Attitude scaling |
| Week 8 | Chapter 10 | | Measurement and Attitude scaling |
| **Project progress** | | **HW** (**3**) **Research design and data collection methodology** |
|  |  | | ***Midterm Brake*** |
| Week 9 | Chapter 11 | | Questionnaire Design |
| Week 10 | **Project progress** | | **HW** (**4**) **The questionnaire (Data Collection Instrument)** |
|  | Chapter 14 | | Basic Data Analysis |
| Week 11 |  | | **Mid Term 2: Chapters (5,7,10), 02/4/2017** |
|  | Chapter 14 | | Basic Data Analysis |
| Week 12 | Chapter 15 | Testing for Differences Between Groups and for Predictive Relationships | |
|  | Chapter 16 | Communicating Research Results | |
| Week 13 | Group Project Final Report and Presentations | | |
| Week 14 |
|  | **Final Exam** ( 20/08/1439 (8:00-10:00) | | |

**Term Project:**

The term project must undertake in groups of three-four members. The main task is to make a complete marketing research on one of the subjects (must approved by instructor), and to write a report about it. The project report should not exceed 30 pages (not include appendixes), typed double-space, in English. Font (Times New Roman)size (13), and edited for spelling and grammatical errors. (CD of the material should be provided). A presentation by the group (all members should participate) is required.

The final report should include the following:

1. Introduction (Executive Summary).
2. Literature review using latest references after 2010 (at least 10 reference).
3. Hypotheses / research questions drawn from the literature review.
4. Analysis of the results using SPSS.
5. Recommendations

**Home works**:

* + Home works must undertake in groups of three-four members.
  + Must hand over at the beginning of the lecture and not in the end.
  + Must be typed in English MS word (Double Space) and type of font (Times New Roman) size (13).
  + **Cover Page includes the following:**
  + Program name.
  + Course name and section number, and Group number.
  + Student’s names and university numbers.
  + Title and number of the home work/project
  + Due date

**Appendices**

**Scoring Rubric for the written Report preparation**

**(Group Assessment)**

**Group Project Title:**

**Group No.:**

**Student Names:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Clarity of research problem** | **0** | **1** | **2** | **3** | **4** | **5** |
| **Consistency of the research problem, objectives**  **And hypotheses** | **0** | **1** | **2** | **3** | **4** | **5** |
| **Relevance of sample and validity of data**  **collection instrument** | **0** | **1** | **2** | **3** | **4** | **5** |
| **Objectivity of field work and data analysis(**Information  extraction and analysis) | **0** | **1** | **2** | **3** | **4** | **5** |
| **Accuracy of findings and reasonability**  **of recommendations (**Implications) | **0** | **1** | **2** | **3** | **4** | **5** |
| **References and physical evidence** | **0** | **1** | **2** | **3** | **4** | **5** |
| **Total** |  |  |  |  |  |  |

**TOTAL SCORE \_\_\_\_\_\_\_ / 30**

**Scoring Rubric for Final Report Oral Presentation**

**Group Project Title:**

**Group No.:**

**Student Name: Student ID:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **PRESENCE** |  |  |  |  |  |  |
| body language & eye contact  contact with the public, poise  physical organization | **0** | **1** | **2** | **3** | **4** | **5** |
| **LANGUAGE SKILLS** |  |  |  |  |  |  |
| correct usage  appropriate vocabulary and grammar  understandable (rhythm, intonation, accent)  spoken loud enough to hear easily | **0** | **1** | **2** | **3** | **4** | **5** |
| **ORGANIZATION** |  |  |  |  |  |  |
| clear objectives  logical structure  signposting | **0** | **1** | **2** | **3** | **4** | **5** |
| **MASTERY OF THE SUBJECT** |  |  |  |  |  |  |
| pertinence  depth of commentary  spoken, not read  able to answer questions | **0** | **1** | **2** | **3** | **4** | **5** |
| **VISUAL AIDS** |  |  |  |  |  |  |
| Slides (handouts, audio, video, etc.) | **0** | **1** | **2** | **3** | **4** | **5** |
| **OVERALL IMPRESSION** |  |  |  |  |  |  |
| interesting / boring  pleasant / unpleasant  communication  eye contact | **0** | **1** | **2** | **3** | **4** | **5** |
| **Total** |  |  |  |  |  |  |

**TOTAL SCORE \_\_\_\_\_\_\_ / 30**