

Marketing Research

Program : BSBA/Marketing
Semester : 1st Semester- 1438-1439
Credit Hours: 3
Instructor: Salwa F. Taher

Course Code : 302 MKT
Section: 27226
Office No: 3S193
E-mail: staher1@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, 6 th ed. - 2016	Babin, B. J. and Zikmund, 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 should be organized in an understandable report format.

Method of Assessment (100 total potential marks)

Students will be evaluated as follow:

Mid Term	Project	Assignments and attendance	Final Exam
25 points	25 points	10 points	40 points

1. Exams:

There will be two exams as follows:

Exams	Marks	Dates	Chapters
Mid Term	25 marks	Week (8), Monday 6/11/2017	1,3,4,5,7
Final Exam	40 marks		8,10,11,12,14,16

- 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, true and false statements, and essay questions.

2. Group project

- Group project report and presentation (25 marks).
- The assessment of group projects will depend on two rubrics, one for the whole group activity in the written report preparation, and the other for the oral report presentation. The total score you get of the two rubrics is divided by 6 to get your actual marks in the project (out of 25) in preparing and presenting the project.

3. Assignments and attendance

- Four group assignments (6 marks/1.5 marks each).
- Attendance and participation (4 marks).

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. **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	
1	Chapter 1	The Role of Marketing Research
2	Chapter 3	The Marketing Research Process
3	Chapter 4	The Human Side of Marketing Research: Organizational and Ethical Issues
4	Chapter 5 Project progress	Qualitative Research Tools <i>Assignment #1</i> Research Problem
5	Chapter 7 Project progress	Survey Research <i>Assignment #2</i> objectives and Hypotheses
6	Chapter 8	Observation
7	Chapter 10 Project progress	Measurement and Attitude scaling <i>Assignment #3</i> Research design and data collection methodology
8	Chapter 10	Measurement and Attitude scaling Mid Term :Chapters (1,3,4,5,7) Monday6/11/2017
9	Chapter 11	Questionnaire Design
10	Chapter 12 Project progress	Sampling Designs and Sampling Procedures <i>Assignment #3</i> The questionnaire (Data Collection Instrument)
11	Chapter 14	Basic Data Analysis
12	Chapter 16	Communicating Research Results
13	Group Project Final Report and Presentations	
14		

Term Project:

The term project must undertake in groups. 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 (12), and edited for spelling and grammatical errors. Both soft and hard copy 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
2. Literature review using latest references after 2010 (at least 15 reference).
3. Research model and Hypotheses
4. Research design (sampling, data collection method)
5. Analysis of the results using SPSS.
6. Findings and conclusion.
7. Theoretical and managerial implication.

Assignment:

Will be submitted by the group according to the dates presented in the table above. Both soft and hard copy are required. **Late submission is unacceptable and will result in a deduction of the total mark of the assignment.**

- **Cover Page includes the following:**
 - Program name. (BSBA/Marketing)
 - Course name and instructor name
 - Section and Group number.
 - Student's names and student ID.
 - Title and number of the assignment/project
 - 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	0	1	2	3	4	5
Accuracy of findings and reasonability of recommendations	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