

MKT4203 Marketing Research

Code

MKT4203

Title

Marketing Research

Prerequisites

MKT 3150

Credits

3

Description

The course provides a fundamental knowledge on marketing research approach towards gathering, acquiring, appraising, and applying evidence for decision making. In conclusion, some new marketing research techniques are introduced. Therefore, this course provides the students with the basic concept of marketing research, such as sampling, literature review, data collection, analysis methods, and finding reports.

Objectives

The course approaches marketing from theoretical and practical points of view with the aim of explaining the generic role of the marketing research in both manufacturing and service organizations. It uses a value based approach that is essential in practice in order to overcome the business constraints and to solve real life business problems.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline**Week1**

The problems: Marketers need information • Who does marketing research?

Week2

The problem formulation process • The research proposal

Week3

• Presenting research proposals of each group • Please prepare PPTs presentation materials

Week4

• Exploratory research • Literature search • Depth interview

Week5

• Primary data • Types of primary data

Week6

• Marketing research process Chapter 9-1

Week7

Designing the questionnaire

Week8

• Presenting a research questionnaire • Please prepare PPTs presentation materials

Week9

• Developing the sample plan

Week10

• SPSS tutorials

Week11

• SPSS tutorials

Week12

• SPSS tutorials

Week13

• Presenting the results of data analysis • Please prepare PPTs presentation materials

Week14

Final Group Presentations

Week15

Final Assessment Starts, Examination Period

