

# Course Syllabus

## Marketing Research

**College: CBA, KSU**

**Program : BSBA/Marketing**  
**Semester : 2<sup>nd</sup> semester- 2015-2016**  
**Instructor: Dr. Soad A. Almeshal**

**Course Code: 302**

**Section:29148**

**Credit Hrs: 3**

**Office Hours: Sun./Th.-10-12**

**Department of Marketing**

**Office: CBA (Bldg 3), Room No : 169**

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### Objective:

The most important objective of this course is to make students understand the concept of Marketing Research. Besides, 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.

- To be aware of the many sources of marketing information and the various means for gathering such information.
- To 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)
- To be able to design and execute a basic survey research project

### Text Book and References:

Marketing Research		Notes
Reference Books	Author / Publication	
Marketing Research 5e - 2013	Naresh K.Malhotra / Prentice Hall	Very easy to read and digestible by student community, Need Maximum number of Copies
Essentials of Marketing Research, 9e - 2007	Zikmund, W. G. & Babin, B. J. / South-Western: Cengage Learning.	
Marketing Research 7e -2012	Harper W Boyd, Ralph Westfall and Stanley F Stasch./ Richard D Irwin, Inc.	
Marketing Research 4e	Chisnall, P M / McGraw Hill	Little difficult to read but digestible by student community Four copies each sufficient for Reference purpose
Marketing Research 9e	David A Aaker, V Kumar and George S Day / John Wiley & Sons, NY	

**Marketing Research 5e by Naresh K.Malhotra / Prentice Hall or any other text book titled Marketing Research can be pursued for learning the concepts.**

## **Course Description and Objective :**

This course is the introductory marketing research course for business majors and other interested students attending at King Saud University. 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 social sciences area. The Analysis part deals with tools to tabulate and process the data. Finally, it will enlighten them of how MR process should be organized in an understandable report format.

## **Method of Assessment (100 total potential points)**

### **1. Grades Distribution:**

Students will be evaluated as follow:

<b>Mid Term</b>	<b>Project</b>	<b>Assignments</b>	<b>Final Exam</b>
25 points	25 points	10 points	40 points

There will **be no make-up Exams** 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 or False Statements, and essay questions.

### **2. Assignments and group project**

Students will work several assignments in group discussions, and group projects during the semester. Each assignment will be assessed according to a prepared rubric of maximum 30 points. The score you get is divided by 6 to get your actual score in the assignments (out of 5). 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. Attendance and Class Performance**

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.

#### **4. Students with Disabilities:**

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap 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.

**Marketing Research**  
**MKTG 302**  
**2<sup>nd</sup> Semester 2015/2016**

<b>Date</b>	<b>Chapter</b>	<b>Topic and Assignment</b>
Week 1	Chapter 1	Introduction to Marketing Research
Week 2	Chapter 2	Defining and Developing the Marketing Research Problem and Approach
Week 3	Chapter 3	Classifications of Marketing Research Design
	<b>Group Project progress</b>	<b>Research Problem</b>
Week 4	Chapter 4	Exploratory Research Design: Secondary Data
	Chapter 5	Exploratory Research Design: Survey and Observation
	<i>Assignment #1</i>	
	<b>Group Project progress</b>	<b>Research Objectives and Hypotheses</b>
Week 5	Chapter 6	Descriptive Research Design: Survey and Observation
	<b>Mid Term Exam 29/2/2016 – 20/5/1437</b>	
Week 6	Chapter 7	Causal Research design: Experimentation
Week 7	Chapter 8,9	Measurement and scaling
Week 8	Chapter 10	Design of Instrument
	<b>Group Project progress</b>	<b>Research design and data collection methodology</b>
	<i>Assignment #2</i>	
Week 9	Chapter 11,12	Sampling
	<b>Group Project progress</b>	<b>The questionnaire (Data Collection Instrument)</b>
Week 10	Chapter 13,14	Field Work and Data Preparation
Week 11	Chap 15, 16	Hypothesis Testing, Analysis of Variance, Chi-square, Correlation and Regression, Advanced Research Tools
	Chapter 22	Report Preparation and Presentation
	<b>Group Project Final Report Preparations</b>	
Week 13	<b>Group Project Final Report Presentations</b>	
Week 14		
Week 15	<b>Final Exam</b>	

## Group Project Preparation and Presentation Important dates/deadlines

Dates	Progress
8/2/2016-29/4/1437	Last Date of Research Problem Approval
22/2/2016-13/5/1437	Discussing Research Problem with objectives and Hypotheses
7/3/2016-27/5/1437	Discussing the research Design and Data collection Methodology
11/3/2016-12/6/1437	Discussing the Quationaire (measurement instrument)
18-25/4/2016-11-18/7/1437	Group Project Presentations

## Appendices

### Scoring Rubric for the written Report preparation (Group Assessment)

Group Project Title: .....

Group No.: (            )

Student Name: .....

Clarity of the research problem	5	4	3	2	1	0
Consistency of the research problem, objectives And hypotheses	5	4	3	2	1	0
Relevance of sample and validity of data collection instrument	5	4	3	2	1	0
Objectivity of field work and data analysis	5	4	3	2	1	0
Accuracy of findings and reasonability of recommendations	5	4	3	2	1	0
References and physical evidence	5	4	3	2	1	0

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

### Scoring Rubric for Final Report Oral Presentation (Individual Assessment)

**Group Project Title:** .....

**Group No.:** (            )

**Student Name:** .....

**Student ID:** .....

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

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

**Scoring Rubric for the articals Group Discussion  
(Individual Assessment)**

**Group Project Title:** .....

**Group No.:** (            )

**Student Name:** .....

**Student ID:** .....

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<b>Active contribution in group discussion</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Ability to identify the key concepts in the artical</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Demonstration of linking theory with practice</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Showing critical thinking in discussing the artical or other group members</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Responsiveness to the other participants and facilitation to the artical discussion</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>
<b>Respection of the other group members point of views</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>0</b>

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