**Course Syllabus**

**Marketing Research**

**College: CBA, KSU**

**Program : BSBA/Marketing Course Code : MKT 302**

**Semester : 1nd semester- 2016-2017 Section : 44939**

**Office Hours : 9-10/11-12(Sun-Tue-Thu) Credit Hrs : 3**

## Instructor: Dr. Heyam Al Mousa

Department of Marketing

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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 7e | Alvin C.Burns, Ronald F.Bush  Pearson | **Very easy to read and digestible by the student community** |
| 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 the student community** |
| 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 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 points)

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

There will be three exams as follows:

|  |  |  |
| --- | --- | --- |
| **Mid Term 1** | **Mid Term 2** | **Final Exam** |
| 15 points | 15 points | 40 points |

The first exam is due at the end of chapter 4. The second exam is due after the completion of chapter 8. The final exam will be administrated at the final week of the semenster. The date will be posted when the final exam schedule is available. 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.

# Home assignments, case studies, and group project (30points)

Students will work **two cases** in group discussions, and group projects during the semester. Each case study will be assessed according to a prepared rubric of maximum 30 points. The score you get is devided by 6 to get your actual score in the case (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 (individual assessment). The total score you get of the two rubrics is devided by 4 to get your actual marks in the project (out of 15) in preparing and presenting the project. The points in this regard are as follows:

|  |  |  |
| --- | --- | --- |
| **Case # 1** | **Case # 2** | **Group project** |
| 5 points | 5 points | 20points |

# Attendance and Class Performance

**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 point from the total points 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 rewarded with ((حرمان.**

# Semester Grade

The final grade will be awarded as follows:

**A+ = 95 % and above C+ = 75 – 79%**

**A = 90.0 – 94% C = 70 – 74%**

**B+ = 85 – 89% D + = 65 – 69%**

**B = 80 – 84% D = 60 – 64%**

**F = 59% and below**

**F = 59 and below**

**Academic Dishonesty:**

**If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.**

**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

1nd Semester 2016/2017

|  |  |  |
| --- | --- | --- |
| **Date** | **Chapter** | Topic and Assignment |
| Week 2 |  | Syllabus |
| Week 3 | Chapter 1  Chapter 3 | Introduction to Marketing Research  The Marketing Research Process and Defining the Problem and Research Objective |
| Week 4 | Chapter 4  Chapter 5  **Group Project progress** | Research Design  Secondary Data and Packaged Information  **Research Problem** |
| Week 5 | Chapter 6  Chapter 7 | Qualitative Research Techniques  Evaluating Survey Data Collection Methods |
|  | **Group Project progress** | **Research Objectives and Hypotheses** |
| Week 6 | Chapter 8  Chapter 9 | Understanding Measurement , Developing Questions, and Designing the Questionnaire  Selecting the Sample |
| Week 7 | **Mid Term 1**  *Case study #1* |  |
| Week 8 | Chapter 10  Chapter 11  **Group Project Progress** | Determining the Size of a Sample  Dealing with Field Work and Data Quality Issues |
| Week 9 | Vacation |  |
| Week 10 | Chapter 12  Chapter 13 | Using Descriptive Analysis, Performing Population Estimates, and Testing Hypotheses  Implementing Basic Differences Tests |
| Week 11 | Chapter 14  Chapter 15 | Making Use of Associations Tests    Understanding Regression Analysis Basics |
| Week 12 | **Group Project progress**  **Mid Term 2** | **The questionnaire (Data Collection Instrument)** |
| Week 13 | Chapter 16  Case study#2  An Example of Marketing Research Project: | The Research Report  **Impact of Gender, Age, and Income on Consumers’ Purchasing Responsiveness to Free-Product Samples** |
| Week 14 | **Group Project Final Report Presentations** | |
| Week 15 | **Group Project Final Report Presentations** | |
| Week 16 | **Group Project Final Report Presentations** | |

**Group Project Preparation and Presentation**

**Important dates/deadlines**

|  |  |
| --- | --- |
| **Dates** | **Progress** |
| 17/10/2016 | Last Date of Research Problem Approval |
| 31/10/2016 | Discussing Research Problem with objectives and Hypotheses |
| 21/11/2016 | Discussing the research Design and Data collection Methodology |
| 12/12/2016 | Discussing the Quationaire (measurement instrument) |
| 19/12/2016 | Discussing the final report |
| 26/12/2016 | Group Project Presentations |

**Appendices**

**Scoring Rubric for the written Report preparation**

**(Group Assessment)**

**Group Project Title: ……………………………………………………………………………**

**Group No.: ( )**

**Student Names: …………………………………………………………………………………**

**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) – MKT 302**

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

**Group No.: ( )**

**Student Name: ……………………………………… Student ID: ……………………**

**Date: 25/7/1436H – 14/5/2015G**

**PRESENCE 5 4 3 2 1 0**

-body language & eye contact

-contact with the public

-poise

-physical organization

**LANGUAGE SKILLS 5 4 3 2 1 0**

-correct usage

-appropriate vocabulary and grammar

-understandable (rhythm, intonation, accent)

-spoken loud enough to hear easily

**ORGANIZATION 5 4 3 2 1 0**

-clear objectives

-logical structure

-signposting

**MASTERY OF THE SUBJECT 5 4 3 2 1 0**

-pertinence

-depth of commentary

-spoken, not read

-able to answer questions

**VISUAL AIDS 5 4 3 2 1 0**

-slides

-handouts

-audio, video, etc.

**OVERALL IMPRESSION 5 4 3 2 1 0**

-very interesting / very boring

-pleasant / unpleasant to listen to

-very good / poor communication

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

**Scoring Rubric for the Case Study Group Discussion**

**(Individual Assessment)**

**Project Title: …………………………………………….………………………………………...**

**Group No.: ( )**

**Student Name: ……………………………………… Student ID: ……………………**

**Active constribution in group discussion 5 4 3 2 1 0**

**Ability to identify the key concepts in the case 5 4 3 2 1 0**

**Demonstration of linking theory with practice 5 4 3 2 1 0**

**Showing critical thinking in discussing the case**

**or other group members 5 4 3 2 1 0**

**Responsiveness to the other participants**

**and facilitation to the case discussion 5 4 3 2 1 0**

**Respection of the other group members point**

**of views 5 4 3 2 1 0**

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

Dear Students

Welcome, You will find this course so interesting

Wish you all the best

**Dr. Heyam Al Mousa**