

MKT390e Marketing Research

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Marketing research is considered one of the key functions in marketing. The topics covered in this course include: the role and value of marketing research information, technology in the research process, designing the research project, sampling and its issues, scale measurements, and questionnaire design issues.

Topics:

- Marketing Research for Managerial Decision Making
- Overview of the Research Process and Proposals
- Information-Driven Technology and the Research Process
- Marketing Intelligence and Database Research
- Secondary Research: Designs, Searches and Sources
- Exploratory Designs: In-Depth Interviews and Focus Groups
- Analysing and Reporting Qualitative Research
- Descriptive Research Designs Using Surveys
- Casual Research Designs and Test Markets
- Sampling: Theories, Designs and Plans
- Overview of Measurement: Construct Development and Scaling
- Advanced Measurement Designs for Survey Research
- Questionnaire Design: Concepts and Issues

Textbooks:

Hair, Celsi, Ortinau, & Bush: Essentials of Marketing Research by Hair, Celsi, Ortinau, & Bush, 4th Edition, International Edition MCGRAW
ISBN-13: 9781259331619

Hair, Celsi, Ortinau, & Bush: Essentials of Marketing Research by Hair, Celsi, Ortinau, & Bush, 4th Edition, International Edition MCGRAW
ISBN-13: 9781259331619-AA

Learning Outcome:

- Discuss the impact marketing research has on marketing decision making.
- Illustrate the various stages of the marketing research process.
- Propose how secondary data fits into the customer relationship management process.
- Analyze the pros and cons of secondary data and the external sources of secondary data.
- Compare the various primary data collection techniques.
- Discuss the exploratory designs in gathering primary data.
- Discuss how to analyse and report qualitative research.
- Discuss descriptive research in gathering primary data.
- Compare the use of observational techniques to collect primary data.
- Examine experimental research and discuss the requirements for conducting experiments.
- Recommend the types of test marketing that can be used in marketing research.
- Examine key sampling concepts and discuss the various sampling techniques available.
- Discuss the attitude measurement process.
- Design a survey questionnaire and discuss the advantages and limitations of using surveys.
- Apply marketing principles and practices to real and hypothetical situations.
- Organise information and apply them to particular marketing scenarios.
- Develop course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Show written proficiency.
- Prepare oral presentations in areas related to marketing research.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**