

# **MKT390 Marketing Research**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **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
- Secondary Research: Designs, Searches and Sources
- Overview of Qualitative vs. Quantitative Research
- 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 5th edition (eText) 5th edition  
International McGraw  
ISBN-13: 9781260579321

**Learning Outcome:**

- Appraise the various stages of the marketing research process.
- Compare the various primary data collection techniques.
- Evaluate various exploratory research designs in gathering primary data.
- Assess various descriptive research designs in gathering primary data.
- Examine key sampling concepts and the various sampling techniques available.
- Analyse the importance of secondary data in the research process.

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PARTICIPATION 1	12
	GBA - VIDEO 1	14
	GBA - PPT 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>