

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

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 (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
Total		100