



# Course Specifications

<b>Course Title:</b>	Marketing Research
<b>Course Code:</b>	MKT1422
<b>Program:</b>	Bachelor in Marketing
<b>Department:</b>	Marketing
<b>College:</b>	College of Business Administration
<b>Institution:</b>	Dar AlUloom University

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	4
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	5
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support</b> .....	<b>6</b>
<b>F. Learning Resources and Facilities</b> .....	<b>6</b>
1. Learning Resources .....	6
2. Facilities Required.....	6
<b>G. Course Quality Evaluation</b> .....	<b>6</b>
<b>H. Specification Approval Data</b> .....	<b>7</b>

## 7. Course Identification

<b>1. Credit hours:</b> 3 Hours
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> Level 8/ Fourth year
<b>4. Pre-requisites for this course (if any):</b>
MGT1411
<b>5. Co-requisites for this course (if any):</b>
Non

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

### 7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
<b>Contact Hours</b>		
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	<b>Total</b>	45
<b>Other Learning Hours*</b>		
1	Study	1
2	Assignments	1
3	Projects/Research Essays/Theses	2
	<b>Total</b>	4

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course provides students with an overview of marketing research fundamental concepts and emphasized its role in assisting companies in their marketing decision-making and evaluation of consumers, markets, and business environment. Topics include an overview of market research, research design, exploratory research, descriptive research, sampling, and data analysis and reporting.

## 2. Course Main Objective

- Familiarize students with the main concepts and techniques of marketing research.
- Provide students with the tools that will help them to choose the relevant research methodology.
- Highlight the relationships between marketing research and management decision making.

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge:</b>	
1.1	Describe the impact of marketing research on organization planning process, marketing strategies selection	K1
1.2	Demonstrate the research objectives and the nature of data to choose the appropriate research methodology.	K2
2	<b>Skills:</b>	
2.1	Recommend the type of marketing research design and the adequate research sampling techniques.	S1
2.2	Apply the marketing research process that helps in marketing decision making.	S2
3	<b>Competence:</b>	
3.1	Demonstrate a comprehensive group activity in coordination with the given guidelines	C1
3.2	Exercising leadership in pursuit of innovative and practical solutions.	C2
3.3	Demonstrate information gathering, interpreting and communicating research ideas and topics	C4

## C. Course Content

No	List of Topics	Contact Hours
1	Orientation on research and academic articles	3
2	The Role of Research in Marketing	3
3	Defining Marketing Research Problem	3
4	Thinking Like a Marketing researcher	3
5	Research Design	6
6	Exploratory Research design/ Understanding marketing problems	3
7	Exploratory Research design: Qualitative research	6
8	Descriptive Research	3
9	Measurement & scaling: Fundamentals and comparative scaling	3
10	Questionnaire Development	6
11	Measurement & scaling non comparative scaling	6
<b>Total</b>		<b>45</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge</b>		
1.1	Describe the impact of marketing research on organization planning process, marketing strategies selection	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	Written test <ul style="list-style-type: none"> <li>• True/Fales</li> <li>• MCQs</li> <li>• Essay questions</li> </ul>
1.2	Demonstrate the research objectives and the nature of data to choose the appropriate research methodology.		
2.0	<b>Skills</b>		
2.1	Recommend the type of marketing research design and the adequate research sampling techniques.	<ul style="list-style-type: none"> <li>• Direct (Lectures and Discussion)</li> <li>• Interactive learning</li> </ul>	<ul style="list-style-type: none"> <li>• Essay</li> <li>• Assignment</li> <li>• Case study</li> </ul>
2.2	Apply the marketing research process that helps in marketing decision making.		
3.0	<b>Competence</b>		
3.1	Demonstrate a comprehensive group activity in coordination with the given guidelines	<ul style="list-style-type: none"> <li>• Students group Independent study (Group project)</li> <li>• Direct (Individual assignment)</li> <li>• Students group Independent study (Group project)</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a research draft (rubric)</li> <li>• Case Study</li> </ul>
3.2	Exercising leadership in pursuit of innovative and practical solutions.		
3.3	Demonstrate information gathering, interpreting and communicating research ideas and topics		

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Malhotra, Naresh K. (2016). Basic marketing research, Prentice-Hall. ISBN 10:9332555699, ISBN 13: 9789332555693.
<b>Essential References Materials</b>	Coakes, Sheridan (2013), SPSS Version 20.0 for Windows: Analysis Without Anguish, John Wiley & Sons, Inc.
<b>Electronic Materials</b>	Google scholar and DAU digital library.
<b>Other Learning Materials</b>	Uploaded materials on the LMS + SPSS.

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>• Indirect</li> </ul>
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> <li>• Peer reviewer</li> </ul>	<ul style="list-style-type: none"> <li>• Indirect</li> </ul>
Course learning outcomes assessment.	<ul style="list-style-type: none"> <li>• Faculty members</li> </ul>	<ul style="list-style-type: none"> <li>• Direct</li> </ul>
Quality of learning resources	<ul style="list-style-type: none"> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>• Indirect</li> </ul>

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	MKT department council
<b>Reference No.</b>	Council meeting No.1
<b>Date</b>	08/09/2019

