



Course Specifications

Course Title:	Marketing Research
Course Code:	MKT 1422
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3
2. Course type
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"/>
3. Level/year at which this course is offered: Level 8/ Fourth year
4. Pre-requisites for this course (if any): MGT1411
5. Co-requisites for this course (if any): No

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	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

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

The objective of this course is to

- introduce students to fundamental concepts and stages of conducting marketing research.
- Highlight the importance of marketing research to aid to management decision –making.

The focus will be on qualitative (exploratory) and quantitative research execution and the application of research findings and analysis in decision making. The course is geared toward the practical application of research.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Possess the knowledge of marketing research on organization planning process, marketing strategies selection	K1
1.2	Possess knowledge and understanding of research methods, and methods of investigation in marketing trends.	K4
2	Skills	
2.1	Utilize the type of marketing research design and the adequate research sampling techniques.	S4
2.2	Apply the marketing research process that helps in marketing decision making.	S1
3	Values	
3.1	Demonstrate a comprehensive group activity in coordination with the given guidelines	V1
3.2	Be a leader in pursuit of innovative and practical solutions for marketing research problems	V2
3.3	Effectively and flexibly lead research actions, while exercising full responsibility for research development decisions.	V3

C. Course Content

No	List of Topics	Contact Hours
1	Orientation on research and academic articles	3
2	The Role of Research in Marketing	6
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	3
Total		45

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	Knowledge and Understanding		
1.1	Possess the knowledge of marketing research on organization planning process, marketing strategies selection	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Written test • True/False • MCQs • Essay questions
1.2	Possess knowledge and understanding of research methods, and methods of investigation in marketing trends.		
2.0	Skills		
2.1	Utilize the type of marketing research design and the adequate research sampling techniques.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Apply the marketing research process that helps in marketing decision making.		
3.0	Values		
3.1	Demonstrate a comprehensive group activity in coordination with the given guidelines	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Writing a research draft (rubric) • Case Study
3.2	Be a leader in pursuit of innovative and practical solutions for marketing research problems	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Writing a research draft (rubric) • Case Study
3.3	Effectively and flexibly lead research actions, while exercising full responsibility for research development decisions.	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Writing a research draft (rubric) • Case Study

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	4	10%
2	Homeworks/Assessments/Projects	10	20%
3	Mid Term	7	30%
4	Final Exam	14	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

Required Textbooks	Basic Marketing Research (with Qualtrics, Printed Access Card), 9th Edition Tom J. Brown; Tracy A. Suter; Gilbert A. Churchill
Essential References Materials	Coakes, Sheridan (2013), SPSS Version 20.0 for Windows: Analysis Without Anguish, John Wiley & Sons, Inc.
Electronic Materials	Documents provided on LMS and DAU digital library
Other Learning Materials	<i>Cooper, Donald R., and Pamela S. Schindler. 2006. Marketing Research. New York: McGraw-Hill</i>

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + Smart Boards.
Other Resources (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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty Members	Direct
Quality of learning resources.	Students	Indirect

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

Council / Committee	Marketing Department Council
Reference No.	Council meeting No.1
Date	27/9/2022

