

<b>Name of the course</b>	<b>Marketing Research</b>
<b>Course Code</b>	434
<b>Semester</b>	VIII
<b>Credit Hours</b>	3
<b>Prerequisite</b>	-
<b>Learning outcomes</b>	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand how market research can help them make business decisions.</li> <li>2. Learn how they can transform research findings into actionable business insights.</li> <li>3. Gain the ability to evaluate and interpret research designed and conducted by outside providers.</li> </ol>
<b>Contents</b>	<p><b>Unit-1 Introduction to Marketing Research and Research Design</b></p> <ol style="list-style-type: none"> <li>1.1 The Definition of Marketing Research</li> <li>1.2 The Marketing Research Process</li> <li>1.3 Marketing Research and Marketing Decision Making</li> </ol>

	<p>1.4 The Importance of Defining the Problem</p> <p>1.5 Decision Problem and the Marketing Research Problem</p> <p>1.6 Research Questions and Hypothesis</p> <p><b>Unit-2 Basic Research Design and Types of Research</b></p> <p><b>Unit-3 Exploratory Research</b></p> <p>3.1 Secondary vs. Primary Data</p> <p>3.2 How to Use Secondary Data</p> <p>3.3 Sources of Secondary Data</p> <p>3.4 Introduction to Qualitative Research</p> <p>3.5 Focus Groups</p> <p><b>Unit-4 Descriptive Research</b></p> <p>4.1 Survey Methods</p> <p>4.2 How to Choose a Survey Method</p> <p>4.3 Observational Methods</p> <p>4.4 How to Choose Between Surveys and Observation</p> <p><b>Unit-5 Scaling</b></p> <p>5.1 Primary Scales of Measurement</p> <p>5.2 Comparative Scales</p> <p>5.3 Non comparative Scales</p> <p>5.4 Non comparative Scale Decisions</p> <p>5.5 Scale Evaluation</p> <p>5.6 Questionnaire Design</p> <p><b>Unit-6 Sampling</b></p> <p>6.1 The Concept of Sampling</p> <p>6.2 The Sampling Design Process</p> <p>6.3 Nonprobability Sampling</p> <p>6.4 Probability Sampling</p> <p>6.5 Internet Sampling</p> <p><b>Unit-7 Data Analysis and Reporting</b></p> <p>7.1 Data Collection</p> <p>7.2 Data Preparation</p> <p>7.3 Data Analysis</p> <p>7.4 Communicating the Research Results</p> <p><b>Unit-8 Soft wares for Quantitative and Qualitative data</b></p> <p>8.1 SPSS</p> <p>8.2 NVIVO</p>
<b>Teaching &amp; Learning Strategies</b>	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
<b>Assignment</b>	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
<b>Suggested Readings</b>	<p>Babin, B. J., &amp; Zikmund, W. G. (2015). <i>Exploring marketing research</i> (11 ed.). Cengage Learning.</p> <p>McDaniel Jr, C., &amp; Gates, R. (2018). <i>Marketing research</i>. John Wiley &amp; Sons.</p> <p>Wilson, A. (2018). <i>Marketing Research</i>. Macmillan International Higher Education.</p>

	Zikmund, W. G., D'Alessandro, S., Winzar, H., Lowe, B., & Babin, B. (2014). <i>Marketing research</i> . Cengage Learning.
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### Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)