



## United States International University

**SEMESTER**  
**MKT 4020 : MARKETING RESEARCH**  
**COURSE SYLLABUS**  
**DAY/TIME :**  
**LECTURER :**  
**CREDIT: 3 UNITS**

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### **COURSE DESCRIPTION**

The course examines marketing research information as an information-providing activity for the purpose of management decision making. Provides an understanding of what marketing research is, what kinds of information it can provide, and how it is used by marketing managers.

Prerequisites: MKT 3010.

### **COURSE OBJECTIVES**

At the end of this course unit, the learners are expected to:-

- Appreciate the importance of Marketing research as an information generating tool for effective decision making.
- Prepare a marketing research proposal and make an oral presentation on a specific marketing problem.
- Prepare a research questionnaire.
- Conduct a marketing research project.
- Analyse and interpret the data collected.
- Write a marketing research report.

### **COURSE CONTENT**

#### **Week 1**

- INTRODUCTION TO MARKETING RESEARCH
  - Overview of Marketing Research
  - role of Marketing research in organization growth
  - areas of Marketing Research
  - the Marketing Research Process

#### **Week 2**

- PROBLEM FORMULATION
  - Problem Definition
  - Choosing of a Problem for Research
  - Requirements of a good Research Problem
  - Setting Research Hypotheses.

#### **Week 3 and 4:**

- WRITING RESEARCH PROPOSAL
  - Importance of a Research Proposal.
  - Contents of a Research Proposal.
  - Requirements of a good Research Proposal.

**Week 5**

- RESEARCH DESIGN
  - Descriptive Research design.
  - Exploratory Research design.
  - Counsel Research design.

**Week 6**

- SAMPLING PROCEDURES
  - Probability Sampling.
  - Non Probability Sampling.

**Week 7 and 8**

- DATA COLLECTION METHODS
  - Types of data.
  - Data collection methods.
  - Data collection instruments.
  - Administration of data collection instruments.

**MID-SEMESTER EXAMINATION**

- WRITING A MARKETING RESEARCH PROPOSAL
  - Contents of Research Proposal
  - Requirements for a good research proposal

**MID-QUARTER EXAMINATION****Week 9**

- FIELD WORK (DATA COLLECTION)
  - Fieldwork Activities
  - Errors Association with Data Collection
  - Minimising Fieldwork Errors

**Week 10 and 11**

- DATA ANALYSIS AND INTERPRETATION
  - Data Preparation: Editing, Coding, Tabulating.
  - Data Analysis: Use of lower and higher level techniques.
  - Data interpretation.

**Week 12**

- REPORT WRITING AND PRESENTATION
  - Report Writing Format
  - Criteria for a Good Report
  - Oral Presentation

**Week 13**

- SELECTED APPLICATIONS OF MARKETING RESEARCH
  - Consumer Research
  - Product Research
  - Economic Research
  - Advertising Research.

**Week 14**

**FINAL EXAMINATION**

**TEACHING METHODOLOGY**

Lectures.

Case analyses and discussions

Preparation and presentation of research proposals.

Preparation of the questionnaire.

Field-work.

Preparation of research reports.

**COURSE TEXT**

Kress, George, *Marketing Research*, 3rd Ed. (London: Prentice Hall International, Inc. 1988.)

**COURSE EVALUATION**

Mid-quarter examination ----- 20%

A Research Project ----- 40%

Assignments ----- 10%

Final Examination----- 30%

**GRADING**

|       |   |     |    |
|-------|---|-----|----|
| 90    | - | 100 | A  |
| 87    | - | 89  | A- |
| 84    | - | 86  | B+ |
| 80    | - | 83  | B  |
| 77    | - | 79  | B- |
| 74    | - | 76  | C+ |
| 70    | - | 73  | C  |
| 67    | - | 69  | C- |
| 64    | - | 66  | D+ |
| 62    | - | 63  | D  |
| 60    | - | 61  | D- |
| Below |   | 59  | F  |