

Marketing Research
Tishk International University

Meeting Time:

Instructor: Dr. Abdullah Nabeel

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Office: 428

Office Hours: Thursday 11:00 AM

Course Description: This course will provide a comprehensive introduction to the subject of marketing research, and discuss some key concepts, process and techniques, and their applications in an international environment. Students will gain an appreciation for some of the breadth and depth of this subject and its significance for a business enterprise.

Course Information: The course is designed to teach you the basic principles and tools in marketing research, from problem formulation to research design, and from data collection to data analysis. Students will learn how to design a market research to address management problems from analysts' perspective, as well as how to evaluate and interpret research findings from clients' perspective. The learning may be beneficial to future careers in market research, consulting, marketing management, and entrepreneurship. The course is to give you some "hands-on" exposure to techniques that are fundamental to most marketing research. To that end, you will conduct a small-scale research project together with a group of classmates. The project can help you understand the concepts and methods learned in class and prepare you for conducting large-scale research in your future career.

Course Objectives:

1. To familiarize you with marketing research terminology so that you feel comfortable conversing with research consultants and asking them the right questions.
2. To learn to use research to solve problems and take advantage of opportunities.
3. To learn how different methods of data analysis are applied to marketing research problems.
4. To implement a research project from start to finish.
5. To be able to critically evaluate and use the results of a research study. This will enable you to develop a "healthy skepticism" toward the use of marketing research.

Required Text:

1. McNeil, Ruth (2005). Business-to-business Market Research: Understanding and measuring business markets.
2. Malhotra, N.(2009). Marketing Research, an Applied Orientation. 6th edition.
3. Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, *Basic Marketing Research*, 8th Edition, CENGAGE Learning.

Attendance: Attendance and active participation are mandatory. Attendance will be taken at the beginning of class; late-comers will be marked absent. More than one week's unexcused absences may result in the course grade being lowered one full letter grade (in addition to any penalties for late work). Students with more than two weeks of absences should seriously consider withdrawing from the course. You are strongly encouraged to exchange phone numbers with your colleagues and communicate with them about joint projects or other assignments.

Required Assignments:

Assessment	Percentage
Individual Assignment	15%
Class Participation	10%
Quiz	10%
Marketing Experiment	25%
Group Project Research proposal (5) Exploratory research (10) Questionnaire design (5) Presentation (5) Final Report (15)	40%

Individual Assignment

There will be only one individual assignment on regression analysis. This assignment gives you an opportunity to practice regression analysis in order to better understand the techniques. You are expected to complete the assignment on your own, and submit the assignment before the deadline. Late submission will be penalized. Students will submit via Turnitin.

Participation

In addition, you will earn bonus points if you bring valuable contribution to the lectures. Examples include raising interesting/relevant questions, answering questions asked by the instructor, and giving comments that add additional insights. Here, not only the quantity, but also the *quality*, of the questions/answers/comments matters. A few things to keep in mind about participation:

- A good question/comment is one that is relevant to the discussion and increases everyone's understanding of the issues involved. So lengthy discourses on extraneous material and repetition will not be rewarded.
- The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.

Quiz

There is one quiz designed to assess how well you understand the course materials as the course progresses. The quiz takes place midway of the semester. Quiz questions cover materials addressed in the lectures. Hence, attending lectures is essential for a good score. Most of the lectures are based on the textbook, which provides more detailed explanations and cases that help you understand the concepts in class. You may find the textbook very useful when preparing for the quiz.

Marketing Experiment

In accordance with TIU's research mission, students in all marketing courses are expected to complete a research requirement during the semester. The purpose of this assignment is to give you a brief acquaintance with the type of research conducted in behavioral sciences. Students need to write two 2-page critiques of academic articles. You can find articles from top field journals, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*.

Group Project

The group project provides you with an opportunity to apply your learning in class to real-world problems, helping you better understand the course materials. The project consists of 4 stages:

Stage 1: Activities: Form your group and select a research topic.

Stage 2: Activities: Refine research problems and design Research proposal.

Stage 3: Activities: Conduct exploratory research and design a questionnaire for descriptive research.

Stage 4: Activities: Conduct descriptive research and analyze data (Oral Presentation & Final Report).

Schedule & Course Topics

Week One

Introduction to Marketing Research

Week Two

The Marketing Research Industry

Week Three

Marketing Research Process and Defining the Problem and Research Objectives

Week Four

Research Design

Week Five

Secondary Data and Packaged Information

Week Six

Exploratory Research Design: Qualitative Research

Week Seven

Exploratory Research Design: Qualitative Research

Week Eight

Descriptive Research Design: Survey and Observation

Week Nine

Descriptive Research Design: Survey and Observation

Week Ten

Causal Research Design: Experimentation

Week Eleven

Causal Research Design: Experimentation

Week Twelve

Measurement and Scaling Fundamentals

Week Thirteen

Sampling: Final and Initial Sample Size Determination

Week Fourteen

Correlation and Regression

Week Fifteen

Report Preparation and Presentation

Week Sixteen

See Official Final Exam Schedule

Best wishes!