

TISHK INTERNATIONAL UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCES AND ECONOMICS
Department of BUSINESS AND MANAGEMENT,
2024-2025 Fall
Course Information for BUS 477 MARKETING RESEARCH

Course Name:	MARKETING RESEARCH				
Code	Regular Semester	Theoretical	Practical	Credits	ECTS
BUS 477	7	3	1	3	5
Name of Lecturer(s):	Dr. Abdullah Nabeel				
Teaching Assistant:	-				
Course Language:	English				
Course Type:	Area Elective				
Office Hours	9:00 AM Thursday				
Contact Email:	abdullah.nabeel@tiu.edu.iq				
	Tel:1475				
Teacher's academic profile:	PhD				
Course Objectives:	The course is designed to teach students 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.				
Course Description (Course overview):	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.				

COURSE CONTENT

Week	Hour	Date	Topic
1	3	29/09-03/10/2024	Introduction to Marketing Research
2	3	06-10/10/2024	The Marketing Research Industry
3	3	13-17/10/2024	Marketing Research Process and Defining the Problem and Research Objectives
4	3	20-24/10/2024	Research Design
5	3	27-31/10/2024	Secondary Data and Packaged Information
6	3	03-07/11/2024	Exploratory Research Design: Qualitative Research
7	3	10-14/11/2024	Midterm Exam
8	3	17-21/11/2024	Descriptive Research Design: Survey and Observation
9	3	24-28/11/2024	Descriptive Research Design: Survey and Observation
10	3	01-05/12/2024	Causal Research Design: Experimentation
11	3	08-12/12/2024	Measurement and Scaling Fundamentals
12	3	15-19/12/2024	Sampling: Final and Initial Sample Size Determination
13	3	22-26/12/2024	Correlation and Regression
14	3	05-09/01/2025	Report Preparation and Presentation
15	3	12-16/01/2025	Final Exam

COURSE/STUDENT LEARNING OUTCOMES

- 1 Define the basic concepts related to marketing research.

- 2** Explain the concepts about contemporary marketing research.
3 Apply a research in the marketing area.

COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES

(Blank : no contribution, I: Introduction, P: Profecient, A: Advanced)

Program Learning Outcomes

Cont.

- 1** To adapt, adopt, and develop new products and services consistent with evolving local and global market needs to meet organizational objectives. P
- 2** To make graduates apply theoretical knowledge practically with an emphasis on working on live case-studies from the industry. I
- 3** To optimize business development, sales, and negotiation frameworks across varying jurisdictions and cultural settings to increase client loyalty. I
- 4** To assist in the importing and exporting functions of a business.
- 5** To apply financial decision-making that complies with jurisdictional practices in the operations of global business. I
- 6** To use data, predictive modeling, and analysis to recommend strategies to support management decisions in a global context. P
- 7** To conduct global and domestic business with diverse populations using culturally appropriate methods in compliance with relevant national and international laws, policies, regulations, and ethical practices. P
- 8** To make graduates show the ability to do research that focuses on problems related to local and international organizations. P
- 9** To develop, execute, and analyze a comprehensive business plan in alignment with the organization's local and global initiatives or goals.
- 10** To evaluate the viability of marketing a product or service in a global and domestic market by conducting market research. I
- 11** To integrate leadership theory into practice to drive organizational change while maintaining working relationships and team performance.
- 12** To build personal professional development strategies to recruit, retain, and develop human talent for global business. To apply entrepreneurial strategies to maximize the effectiveness of local and global business initiatives.

Prerequisites (Course Reading List and References): - Malhotra, N.(2009). Marketing Research, an Applied Orientation. 6th edition. - Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, Basic Marketing Research, 8th Edition, CENGAGE Learning.

Student's obligation (Special Requirements): 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.

Weekly Laboratory/Practice Plan:	Week	Hour	Date	Topics
	1	1	29/09-03/10/2024	Introduction to Marketing Research
	2	1	06-10/10/2024	The Marketing Research Industry
	3	1	13-17/10/2024	Marketing Research Process and Defining the Problem and Research Objectives
	4	1	20-24/10/2024	Research Design
	5	1	27-31/10/2024	Secondary Data and Packaged Information
	6	1	03-07/11/2024	Exploratory Research Design: Qualitative Research
	7	1	10-14/11/2024	Midterm Exam
	8	1	17-21/11/2024	Exploratory Research Design: Qualitative Research
	9	1	24-28/11/2024	Descriptive Research Design: Survey and Observation
	10	1	01-05/12/2024	Descriptive Research Design: Survey and Observation
	11	1	08-12/12/2024	Causal Research Design: Experimentation
	12	1	15-19/12/2024	Measurement and Scaling Fundamentals

	13	1	22-26/12/2024	Sampling: Final and Initial Sample Size Determination
	14	1	05-09/01/2025	Report Preparation and Presentation
	15	1	12-16/01/2025	Final Exam
Course Book/Textbook:	- Malhotra, N.(2009). Marketing Research, an Applied Orientation. 6th edition. - Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, Basic Marketing Research, 8th Edition, CENGAGE Learning.			
Other Course Materials/References:	- McNeil, Ruth (2005). Business-to-business Market Research: Understanding and measuring business markets.			
Teaching Methods (Forms of Teaching):	Lectures, Practical sessions, Exercises, Presentation, Project, Case studies, , ,			

COURSE EVALUATION CRITERIA

Method	Quantity	Percentage (%)
Participation	1	10
Quiz	1	10
Homework	1	5
Project	1	20
Presentation	1	10
Laboratory	1	5
Final Exam	1	40
Total		100

Examinations: Essay Questions, Multiple Choices, Short Answers, , ,**Extra Notes:****ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD**

Activities	Quantity	Workload Hours for 1 quantity*	Total Workload
Theoretical Hours	15	3	45
Practical Hours	15	1	7.5
Final Exam	1	30	30
Participation	1	4	4
Quiz	1	4	4
Homework	1	6	6
Project	1	14	14
Presentation	1	4	4
Laboratory	1	2	2
Total Workload			116.5
ECTS Credit (Total workload/25)			5

Peer review

Signature:

Name:

Lecturer

Signature:

Name:

Head of Department

Signature:

Name:

Dean