

Identification	Subject	MKT 455 Marketing Research -3KU credits (6 ECTS credits)		
	Department	Economics and Management		
	Program	Undergraduate		
	Term	Fall 2019		
	Instructor	Laman Gayidova		
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	Phone:			
Prerequisites	MKT 301 Principles of Marketing			
Language	English			
Compulsory/Elective	Compulsory			
Text books and course materials	Marketing Research, Malhotra, N. K., Sixth edition, Pearson, 2010			
Course website	--			
Teaching methods	Lecture		X	
	Group discussion		X	
	Experiential exercise			
	Case analysis		X	
	Simulation			
	Course paper			
	Others		X	
Evaluation Criteria		Methods	Date/deadlines	Percentage (%)
		Midterm Exam	16.11.19	30
		Activity		5
		Class attendance		5
		Quizzes	05.10.2019 02.11.2019 30.11.2019 21.12.2019 Quizzes: There will be four quizzes throughout the course. The quizzes might be made of multiple choice questions, true/false questions and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points.	20
		Project		
		Presentation		
		Laboratory Work		
		Final Exam		40
		Total		100
Course objectives	The course designed to introduce methodological knowledge and skills concerning collection, analysis, and application of qualitative data in marketing and consumer research. The course also aims to help students gain the ability to evaluate and interpret research designed and conducted by outside providers.			
Course outline	The course starts with defining and classifying marketing research and setting six-step marketing research process. The nature and the scope of marketing research will be discussed and its role in decision support systems will be explained. Furthermore, the course involves explanation of exploratory, descriptive and causal research designs and its possible techniques.			
Learning outcomes	After completing the course students will be able to evaluate concepts associated with the marketing research process, measure the effectiveness a marketing plan, demonstrate the ability to implement the concepts and methods of marketing research, formulate proper research design and select method depending on the research problem and etc.			

Assessment		Students will be assessed on the following: Knowledge and comprehension of the topics specified in the syllabus; Application of knowledge to challenges and issues within local and international situations; Analysis of problems, issues and situations by making valid inferences, organizing ideas and developing a framework of understanding of the subject;	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/ Assignments
1	21.09.2019	Introduction to Marketing Research	Ch 1(part 1)
2	28.09.2019	Defining the Marketing Research Problem	Ch 1 (part 2,3)
3	05.10.2019	Developing and Approach Marketing Research data source. Quiz 1	Ch 2
4	12.10.2019	Research Design	Ch 3 (part 1)
5	19.10.2019	Exploratory Research Design: Secondary Data	Ch 3 (part 2)
6	26.10.2019	Exploratory Research Design: Qualitative Research Design	Ch 3 (part 3-4)
7	02.11.2019	Descriptive Research Design: Survey and Observation. Quiz 2	Ch 4
8	09.11.2019	Causal Research Design: Experimentation	Ch 5
9	16.11.2019	Measurement and Scaling: Fundamentals and Comparative Scaling Midterm	Ch 6 (part 1-2)
10	23.11.2019	Measurement and Scaling: Noncomparative Scaling Techniques	Ch 6 (part 3-5)
11	30.11.2019	Questionnaire and Form Design . Quiz 3	Ch 7
12	07.12.2019	Sampling: Design and Procedures	Ch 8
13	14.12.2019	Sampling: Final and Initial Sample Size Determination	Ch 9
14	21.12.2019	Report Preparation and Presentation. Quiz 4	Ch 10
15	28.12.2019	International Marketing Research	Ch 11
16	TBA	Final	Ch 1-11