Identification	**Subject**	**MKT 450 Marketing Research– 3KU credits (6ECTS)**
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall 2026
	Instructor	Nazrin Imamaliyeva
	Email	nazrin.imamaliyeva@khazar.org
	Classroom/hours	
Prerequisites	**MKT 302 Marketing Research**	
Language	English	
Compulsory/Elective	Compulsory	
Textbooks and course materials	***Core textbook:*** ***Tony Proctor. Essentials of Marketing Research. Prentice Hall.***	
Course outline	This course provides a practical introduction to the marketing research process designed specifically for undergraduate students. It covers how business decisions are supported by data, transitioning from initial problem definition to exploratory research, survey design, sampling, quantitative data analysis, and final reporting. The course balances conceptual framework discussions with hands-on practice in survey creation and basic data interpretation.	
Course objectives	The basic rationale of this course is to facilitate students' understanding of the role of marketing research in managerial decision-making. Formulate research problems, define objectives, and select appropriate research designs. Design primary research instruments, including structured questionnaires and focus group outlines. Apply basic quantitative and qualitative data analysis techniques. Translate statistical findings into practical, actionable marketing strategies. In addition, the course is designed to help students develop marketing competencies in marketing research. The course will prepare students for positions in the analytical side of the marketing of any companies. Besides learning more about marketing and research methodologies, the course is designed to foster the development of the student's critical and creative thinking skills.	
Learning outcomes	● View and understand Research Methodologies in Marketing; learn the terminology; know the tool and techniques, and their role. ● Find and/or develop instruments for data collection. ● Interpret Marketing Research Data information. ● Apply knowledge and intuition to develop Marketing Research strategies.	
Teaching methods	**Case analysis/ Exercises/Assignments**	X
	Group discussion	X
	Lecture	X

Evaluation Criteria	**Methods**	**Date/deadlines**	**Percentage (%)**
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Group project		10
	Case studies		10
	Final Exam	TBA	40
	Total points		100

Policy	**Activity and attendance –** Mark will be evaluated based on the participation discipline in the classes and how active you interact during the lecture. Students exceeding the 25% absence limit will not be allowed to participate at final exam **Use of AI –** Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project. **Case studies –** Case studies from the textbook intended to encourage critical thinking are used for learners to develop responses regarding the application of concepts. They provide an opportunity for participants to expand their thinking about how to respond when differing viewpoints arise in the workplace. **Group project –** Group project will be held as a presentation with a minimum of 30 slides. The group will need to read at least 5 research papers about the topic assigned and summarize it. The writing will require a Harvard style referencing and plagiarism will not be tolerated. **Late Submission Policy:** Assignments should be submitted electronically by each assigned team at least a day before the due presentation date mentioned in the course schedule or in due period assigned by the professor. Later submission will result in a grade of zero.

Tentative Schedule

We ek	Date/Day	Topics	Textbook/Assignments
1		Discussion on course and requirements Nature of marketing research	Ch. 1
2		Planning the research project	Ch. 2 Exercise & Case study
3		Secondary data	Ch.3 Exercise & Case study
4		Sampling	Ch.4 Exercise & Case study
5		Survey Measurement and scaling	Ch. 5 and Ch.6 Exercise & Case study
6		Questionnaires Qualitative research	Ch. 7 and Ch. 8 Exercise & Case study
7		Observation and experiment	Ch. 9 Exercise & Case study
8		**Mid-term Exam**	
9		Quantitative data analysis	Ch. 10 Exercise & Case study
10		Qualitative data analysis	Ch. 11 Exercise & Case study
11		Evaluation, reports and presentation	Ch. 12 Exercise & Case study
12		Applied marketing research	Ch. 13 Exercise & Case study
13		Marketing research settings: business-to-business, services and internal marketing Global marketing research	Ch. 14 and Ch. 15 Exercise & Case study
14		Marketing decision support-system AI in Marketing Research	Ch. 16 Exercise & Case study
15		Preparation to exam.	Revision
		Final Exam	