

Identification	Evaluation	Subject Methods	Date/deadlines	Percentage (%)
		(code, title, credits)	MKT 855 – Marketing Research – 3KC/6ECTS	
		Department	Economics and Management	
		Program (undergraduate, graduate)	Graduate (MBA)	
		Term	Fall, 2022	
		Instructor	Maral Jamalova, Ph.D.	
		E-mail:	maral.jamalova@khazar.org	
		Phone:	012 421 79 16 (256)	
		Classroom/hours		
		Office hours		
Prerequisites	MKT 840 Marketing Management			
Language	English			
Compulsory/Elective	Required			
Required Textbooks and Course Materials	<u>Textbooks:</u> 1. Malhotra N., (2020) Marketing Research: An Applied Orientation (7th ed.), Pearson, ISBN 10: 1-292-26563-9 2. Hair, J., Ortipau D., & Harrison, D. (2021). Essentials of marketing research (5 th ed.). New York: The McGraw-Hill Companies, Inc. ISBN: 978-1-260-26046-5 3. Bryman A. (2012). Social Research Methods (4 th ed.), Oxford University Press, ISBN: 978-0-19-958805-3			
Course Outline	This is an introductory course that illustrates how to conduct marketing research and aimed to provide basic information about different aspects of research methodology for future marketers and/or business administration specialists. Students will have the opportunity to understand, discuss, learn and present the results of their marketing surveys/research, and prepare reports. At the end of the course, students will illustrate their knowledge by presenting the results.			
Course Objectives	The course is designed to help students develop their research-related skills (designing, conducting, interpreting, and concluding), and give insight into Marketing Research in their future careers. The main focus of the course is to teach students by explaining the basic theoretical background of marketing research as well as showing how it should be implemented in practice.			
Learning Outcomes	At the end of this course, students will be able to analyze the environment, customers/consumers, functions, and processes influencing marketing research, as well as focus on obtaining necessary data. Also, the issues like examination of the progress of research, the definition of the problem, choosing among research designs, and quantitative/qualitative methods will be presented.			
Final Presentation	The course project is designed in a way that it offers students to apply the learned concepts of marketing research by preparing a report. Small research groups of students that will prepare reports will consist of 2 - 3 students depending on class size. The students will choose a research topic based on their field of interest. The report must include the following sections: introduction, relevant literature/literature review, methodology, results/discussion and conclusion. The students will submit the report using e-mail one week before the final presentation. Group presentations that are based on reports will be made in the last class. The duration of the presentation will be around 15 minutes, but students will get additional 5 minutes for discussion.			
Teaching methods	Lecture			X
	Group Discussion			X
	Experiential Exercise			X
	Case analysis			X
	Course Paper/Report			X
	Others			

	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Course Paper/Report	One-two weeks before presentation	10
	Project/Presentation	During last lecture	10
	Final Exam		40
	Total		100

Policy

Class Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom which should be 75%.

Class Activity: Class activity illustrates how active students participate in discussions and expresses his/her opinion about different scientific concepts.

Report: the students will submit their report one or two weeks before final presentation. It must contain the following sections: introduction, relevant literature/literature review, methodology, results/discussion and conclusion. The report will be the main source of presentation.

Presentation /Project: Also, in the last class students will make a presentation or a project based on the issues illustrated in Project section. Students are free to make the presentation alone or in group. In any case, they will analyze the situation according to gained knowledge. The group presentations will be evaluated as the collective work and will be graded based on the quality of presentation as well as content of slides. If it is a project, it will be graded individually.

Cheating / Plagiarism: Cheating or other plagiarism issues during mid-term and final examinations will lead to paper cancellation. As a result, the student will automatically get zero (0), without any considerations.

Tentative Schedule

Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion of course and requirements Getting started through literature review – theoretical approach	Chapter 5 (Bryman 2012)
2		Getting started through research questions – empirical approach	Chapter 4 (Bryman 2012)
3		Marketing Research for Managerial Decision Making	Chapter 1 (Hair et al. 2021)
4		The Marketing Research Process and Proposal (Preparation of research proposal)	Chapter 2 (Malhotra, 2020)
5		Secondary Data, Literature Reviews, and Hypotheses	Chapter 4 (Malhotra, 2020)

6		Exploratory and Observational Research Designs and Data Collection Approaches	Chapter 4 (Hair et al. 2021)
7		Mid Term Examination	Chapter 1 and 4 (Hair et al. 2021); Chapter 4-5 (Bryman 2012); Chapter 2 and 4 (Malhotra, 2020)
8		Descriptive and Causal Research Designs	Chapter 5 (Hair et al. 2021)
9		Sampling: Theory and Methods	Chapter 11 (Malhotra, 2020)
10		Measurement and Scaling	Chapter 8 (Malhotra, 2020)
11		Designing the Questionnaire	Chapter 10 (Malhotra, 2020)
12		Qualitative Data Analysis	Chapter 5 (Malhotra, 2020)
13		Examining Relationships in Quantitative Research	Chapter 12 (Hair et al. 2021)
14		Communicating Marketing Research Findings	Chapters 23 (Malhotra, 2020)
15		Group presentations	
16	TBA	Final Exam	All chapters