| Identification | Subject (Code, title, credits) | **MKT 450 – Marketing Research– 3KU (6ECTS)** |
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| | **Department** | Economics and Management |
| | **Program (Undergraduate, graduate)** | Undergraduate (BBA) |
| | **Term** | Fall 2023 |
| | **Instructor** | Seymur M. Guliyev |
| | **E-mail:** | |
| | **Classroom/hours** | 41 Mehseti street (Neftchilar campus), Khazar university |
| | **Office hours** | |
| **Prerequisites** | | MKT 302 Marketing, TMKT Principles of Marketing |
| **Language** | | English |
| **Compulsory/Elective** | | Required |
| **Required Textbooks and Course Materials** | | **Core Textbook:**<br><br>V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA<br><br>**Supplementary Textbook:**<br>1. William Zikmund, Steven D'Alessandro, Ben Lowe, Hume Winzar, Barry J. Babin (2017). Marketing research, Cengage Learning Australia Pty Limited, ISBN: 9780170369824<br>2. Kent, R. (2012) Marketing Research. Approaches, Methods and Applications in Europe. Thomson Learning (now Cengage), London.<br>3. CIM course book, Marketing Research 8th Edition,<br>4. "Essentialism of Marketing Research: Part 1, Approach, research Design & Sampling" by Paurov Shukla Bookboon, 2010.<br>5. "Essentialism of Marketing Research: Part 2, Measurement, Questionnaires, Analysis & Reporting" by Paurov Shukla Bookboon, 2010.<br><br>Lecture slides and case studies will be provided by the instructor.<br>The students are advised to keep up to date on current issues in marketing mainly from publication outlets such as *The Economist, Business Week, Fortune, Wall Street Journal, Financial Times,* etc., and from academic journals with a focus on international marketing such as *Journal of International Business Studies (JIBS), Journal of International Marketing (JIM), Journal of Marketing (JM), International Marketing Review (IMR), etc.* |
| **Course Website** | | This course combines traditional face-to-face classes. For support learning following websites can be used:<br>https://books.google.co.uk<br>https://libgen.is |
| **Course Outline** | | Marketing Research Techniques and Applications compares client-based and academic approaches to marketing research. It develops your knowledge and understanding of the nature, scope and types of marketing research, the range of research methods and techniques available to the market researcher, and their application to client-based and academic marketing problems. |

| Course Objectives | The basic rationale of this course is to facilitate students' understanding of the nature, structure, and specifics of conducting marketing research activities in the local and international context. Further, through case studies and group projects, the course will enhance students' abilities to adapt and utilize marketing strategies to specific local and foreign market environment. | | |
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| Learning Outcomes | At the end of this course, students should be able to:<br>1. Diagnosing the problems, issues and information requirements of client organizations and academic institutions,<br>2. Designing research that will obtain the required information,<br>3. Writing proposals for client-based and academic marketing research,<br>4. Distinguishing the different types of data that researchers use,<br>5. Constructing and analyzing both qualitative and quantitative data,<br>6. Displaying, summarizing and drawing inferences from quantitative survey data. | | |

| Teaching methods | Lecture | | X |
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| | Group Discussion | | X |
| | Experiential Exercise | | X |
| | Case analysis | | X |

| Evaluation | Methods | Date / deadlines | Percentage (%) |
|---|---|---|---|
| | Midterm Exam | Week 8 | 30 |
| | Case Studies | To be announced | 10 |
| | Class activity | | 5 |
| | Class attendance | | 5 |
| | Quiz | Week 7/12 | 10 |
| | Final Exam | Week 16 | 40 |
| | Total | | **100** |

| Policy | **Attendance**: Students exceeding the 25% absence limit will not be allowed to participate in the final exam.<br><br>**Activity** shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.<br><br>**Quiz:** There will be one quiz throughout the course. The quiz might be made of multiple-choice questions, true/false questions, and open questions. The questions will cover the subjects learned until each preceding class.<br><br>**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.<br><br>**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.<br><br>**Cheating / Plagiarism:** Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations. |
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| Tentative Schedule | | | |
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| Week | Date (2023) | Topics | Textbook/Assignments |
| 1 | | **Discussion on course and requirements** <br><br> The Scope and Challenge of Marketing Research | Chapter 1 / Forming teams for group projects |
| 2 | | **Client-based and academic marketing research** <br> • What is client-based marketing research? <br> • Contrast with academic research <br> • Types of marketing research <br> • The process of designing research <br> • Case study: diagnosing the problem | Chapter 1 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 3 | | **Marketing Research Proposal Writing Skills** <br><br> • Types of Proposal <br> • Structure of Proposal <br> • Proposal writing skills | Chapter 2 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 4 | | **Constructing and analysing qualitative data Types of qualitative data** <br> • Commercial qualitative market research <br> • Interviewing groups and individuals <br> • Other types of qualitative research <br> • Analysis and interpretation in qualitative market research <br> • Computer-assisted qualitative data analysis | Chapter 3 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 5 | | **Types of qualitative research** <br> • Interview <br> • Focus Groups <br> • Observations | Chapter 4 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 6 | | **Constructing quantitative data: data structure and measurement** <br><br> • The nature of quantitative data <br> • Cases, variables and values <br> • Scales of values <br> • The process of measurement | Chapter 5 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 7 | | **Constructing quantitative data: data capture** <br><br> • Questionnaires <br> • Survey research <br> • Questionnaire design exercise <br> **Quiz 1** | Chapter 6 <br> V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 8 | | **MIDTERM EXAM (TBA)** | |
| 9 | | **Summarizing quantitative data** | Chapter 7 <br> V. Kumar, Robert P. Leone, |

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|---|---|---|---|
| | | • The data matrix<br>• Tables and charts<br>• Unbivariate data summaries | David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 10 | | **Bivariate data analysis**<br><br>• The variety of relationships between variables<br>• Measuring association for two categorical variables<br>• Measuring correlation for two metric variables | Chapter 8<br>V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 11 | | **Sampling and statistical inference**<br><br>• Sample design<br>• Estimation<br>• Testing null hypotheses<br>• The limitations of significance tests | Chapters 9<br>V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 12 | | **QUIZ 2**<br>**Interpreting data**<br><br>• Evaluating hypotheses<br>• Explaining relationships<br>• Other ways of looking at data | Chapter 10<br>V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA |
| 13 | | SPSS using and data coding | Lecture note |
| 14 | | WiMAX using and qualitative data analysis | Lecture note |
| 15 | | Course overview | |
| 16 | | **FINAL EXAM (TBA)** | |

This syllabus is a guide for the course and any modifications to it will be announced in advance.