Identification	Subject (code, title, credits)	**MKT 450 – Marketing Research– 3KU (6ECTS)**
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall 2024
	Instructor	Seymur M. Guliyev
	E-mail:	guliyev.seymur@khazar.org
	Classroom/hours	122 B.Safaroglu str. (Downtown campus), Khazar University
	Office hours	By appointment
Prerequisites	**MKT 302** Marketing	
Language	English	
Compulsory/Elective	Compulsory	
Required Textbooks and Course Materials	**Core Textbook:** **Tom J. Brown, Tracy A. Suter, Gilbert A. Churchill, (2023) Basic Marketing Research, ISBN-13 : 978-0357901847,Cengage Learning; 10th edition** **Supplementary Textbook:** 1. William Zikmund, Steven D'Alessandro, Ben Lowe, Hume Winzar, Barry J. Babin (2017). Marketing research, Cengage Learning Australia Pty Limited, ISBN: 9780170369824 2. Kent, R. (2012) Marketing Research. Approaches, Methods and Applications in Europe. Thomson Learning (now Cengage), London. 3. CIM course book, Marketing Research 8th Edition, 4. "Essentialism of Marketing Research: Part 1, Approach, research Design & Sampling" by Paurov Shukla Bookboon, 2010. 5. "Essentialism of Marketing Research: Part 2, Measurement, Questionnaires, Analysis & Reporting" by Paurov Shukla Bookboon, 2010. Lecture slides and case studies will be provided by the instructor. 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: https://books.google.co.uk 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. The course also covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures, data collection methods, data analysis and elementary statistical applications.	
Course Objectives	Its principal aim is to provide students with research and managerial knowledge, tools and skills for identifying, tackling, judging and using evidence to solve marketing problems in business. The course also aims to introduce the student to the theory and practice of marketing research, to develop the student's skills in qualitative and quantitative research methods in marketing, to develop the student's critical appreciation of the marketing	

	research literature and to develop the student's ability to collect and analyse primary and secondary data. 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.		
Learning Outcomes	At the end of this course, students should be able to: 1. Diagnosing the problems, issues and information requirements of client organisations and academic institutions, 2. Designing research that will obtain the required information, 3. Writing proposals for client-based and academic marketing research, 4. Distinguishing the different types of data that researchers use, 5. Constructing and analysing both qualitative and quantitative data, 6. Displaying, summarising and drawing inferences from quantitative survey data.		

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

Evaluation	Methods	Date / deadlines	Percentage (%)
	Midterm exam	TBA	30
	Insight	During the semester	10
	Group Project	During the semester	10
	Attendance		5
	Activity		5
	Final exam		40
	Total		**100**

Policy	**Attendance**: Students exceeding the 25% absence limit will not be allowed to participate in the final exam.
	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.
	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.
	Insight: Different research-based insights by big three management consulting companies (McKinsey, Bain Group and BCG) will be analyzed in every week and summary of the insights will be subject of seminar discussions.
	Group Project: subject matter topics will be provided, and the students will oversee preparing presentations based on the topics to present at the end of the semester. All topics will be based on descriptive research with primary and secondary data.
	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.

		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.

Tentative Schedule

Week	Date (2024)	Topics	Textbook/Assignments
1		**Discussion on course and requirements** The Scope and Challenge of Marketing Research	Chapter 1 / Forming teams for group projects
2		**Client-based and academic marketing research** • What is client-based marketing research? • Contrast with academic research • Types of marketing research • The process of designing research • Case study: diagnosing the problem	Chapter 1 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
3		**Marketing Research Proposal Writing Skills** • Types of Proposal • Structure of Proposal • Proposal writing skills	Chapter 2 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** • Commercial qualitative market research • Interviewing groups and individuals • Other types of qualitative research • Analysis and interpretation in qualitative market research • Computer-assisted qualitative data analysis	Chapter 3 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
5		**Types of qualitative researches** • Interview • Focus Groups • Observations	Chapter 4 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
6		**Constructing quantitative data: data structure and measurement** • The nature of quantitative data • Cases, variables and values • Scales of values • The process of measurement	Chapter 5 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
7		**Constructing quantitative data: data capture** • Questionnaires • Survey research • Questionnaire design exercise	Chapter 6 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
8		**MIDTERM EXAM (TBA)**	
9		**Summarising quantitative data** • The data matrix • Tables and charts	Chapter 7 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day,

		• Unbivariate data summaries	(2018) Marketing Research, Viley, USA
10		**Bivariate data analysis** • The variety of relationships between variables • Measuring association for two categorical variables • Measuring correlation for two metric variables	Chapter 8 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
11		**Sampling and statistical inference** • Sample design • Estimation • Testing null hypotheses • The limitations of significance tests	Chapters 9 V. Kumar, Robert P. Leone, David A. Aaker, George S. Day, (2018) Marketing Research, Viley, USA
12		**QUIZ 2** **Interpreting data** • Evaluating hypotheses • Explaining relationships • Other ways of looking at data	Chapter 10 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		Winmax 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.