



COURSE TITLE : **MARKETING RESEARCH**

COURSE NUMBER : MKT 340

CREDITS : 3

PREREQUISITE : MKT 210, QNT 210, 220

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

An examination of the acquisition of information for marketing management decision making, including the formulation of research problems, research design, data sources and collection methods, sampling design, data analysis and presentation of results.

COURSE OBJECTIVES :

To provide students with the fundamentals necessary to evaluate when marketing research is necessary, to determine the type of research required and to interpret and apply the results. To give students experience in designing and implementing a survey, and analyzing, interpreting and reporting results.

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Will be covered in class :

- Introduction ; Marketing Research Process
- Data Sources ; Measurement Process
- Data Collection Methods
- Sampling Plan ; Further sampling procedures & Field Operations
- Data Processing & Analysis
- Reporting Research Findings
- Demand Measurement & Test Marketing
- Testing Hypotheses & Database Marketing

TEXT : *Marketing Research Essentials*, McDaniel & Gates, Wiley, 7th Edition, 2011

EVALUATION :

The final grade will be made up of class exercises and mini-projects (30%) a mid-term test (30%) and the final examination (40%).