



COURSE SYLLABUS

I-Course Information :

Title of the course	Marketing Research
Department	
Specialization	Data Sciences
Academic Year	2022-2023
Semester Duration	
Credit Number	
Number of Hours	40 hrs
Course Instructor	Dr. Ziad Haddad
Email	ziad.haddad@ul.edu.lb
Office Hours	

II- Course Description

[ابحاث التسويق] Marketing research

The course covers the various topics of marketing research while focusing on the different types of marketing research designs: exploratory and conclusive. Also, candidates will be exposed to the complex issues at each stage of the marketing research process, including research objectives, questionnaire construction (specifically for survey research), sampling, data collection, and statistical analysis.

III-Course Objectives

Marketing research is used by a wide variety of profit and nonprofit organizations to collect information that will assist them in making more effective decisions in many different areas of business. Candidates in this seminar will be expected to demonstrate:

1. Understand the marketing research process and the different types of marketing research designs, communication methods in marketing research, and survey techniques.
2. Construct and implement a survey.
3. Ability to develop various types of data collection instruments.
4. Conduct and apply the different techniques of qualitative as well as quantitative data analysis.
5. Apply appropriate sampling procedures and identify the needed size.
6. Know all the steps and tools to be followed for the sake of designing a questionnaire.
7. Identify the different types of in-depth as well as survey interviewing.



IV- Course Outline and Calendar

Learning Objective	Session(s)	Learning Content	Pedagogical Strategy & Tools
Introduction to Marketing Research	3	• Definition of Marketing Research • A classification of Marketing Research • Marketing Research Process • The role of Marketing Research in Marketing Decision Making • The information Value Chain for Marketing Research • The Decision to Conduct Marketing Research • Selecting a research Supplier • The role of Marketing Research in MIS and DSS	Power Point Presentation
Defining the Marketing Research Prob. & Developing an Approach	3	• The importance of Defining the Problem • The Process of Defining the problem and Developing an Approach • Environmental Context of the Problem • Management Decision Problem and Marketing Research • Defining the Marketing Research Problem	Power Point Presentation
Research Design: Secondary Data	3	• Primary v/s Secondary Data • Advantages and usage of secondary data • Disadvantages of secondary data • Criteria for Evaluating Secondary Data • Classification of secondary Data • External Secondary Data: Published Sources • Computerized Databases	Power Point Presentation
Qualitative Research	3	• Primary Data: Qualitative v/s Quantitative Research • A classification of Qualitative Research Procedures	Power Point Presentation



		• Focus group Interviews • Online Focus Groups • Applications of Focus Groups • In-Depth Interviews • Projective Techniques • Analysis of Qualitative Data	
Midterm PROJECT			
Descriptive Research Design: Survey and Observation	3	• Survey Methods • Survey Methods classified by mode of administration • Survey Methods classified by mode of administration (continue) • Criteria for Selecting a Survey Method • Observation Methods • A Comparison of Survey and Observation Methods	Power Point Presentation
Experimentation & Causal Research Design	3	• Concept of Causality • Conditions for Causality • Role of Evidence • What is Experimentation? • Definition of Symbols • Validity of Experimentation	Power Point Presentation
Measurement and Scaling:	3	• Measurement and Scaling • Primary Scales and Levels of Measurement • A Classification of Scaling Techniques • Comparative Scaling Techniques • Relationship of Measurement and Scaling to the Marketing Research Process	
Questionnaire and Form Design:	3	• Importance of the questionnaire • Questionnaire Design Process • Specify the Information Needed • Specify the Type of Interviewing Method • Determine the Content of Individual Questions • Design the Questions to Overcome the Respondent's Inability to Answer • Design the Questionnaire to Overcome the Respondent's Unwillingness to Answer	



		• Decide on the Question Structure • Determine the Question Wording • Arrange the Questions in Proper Order • Choose the Form and Layout • Reproduce the Questionnaire • Pretest the Questionnaire	
FINAL EXAM			

P.S.: The course outline above may be modified during the semester.

V- Teaching approach & methods

This course will be taught via online sessions.

VI- Assessment Methods

The assessment of the student is carried out according to the following grid:

Assessment Type	Final Grade Weighting (%)	Dates/Deadlines
Participation (Presence and class interaction)/ Assignments	10%	
Midterm Project	30%	
Final exam	60%	
Total	100%	

VII- Specific Course Requirements

1- Regulations concerning deadlines for written and applied work submissions

The teacher has the right to:

- Refuse to receive written applied work outside the deadlines.
- Give the student additional time after omitting up to 25% of the mark awarded to the concerned activity.

2- Academic measures in case of plagiarism

The student shall be liable to the following penalties in case of any attempt of illicit scientific citation:

- Cancellation of the student's contribution, activity or scientific article and reduction of the final mark.
- If the same offense is reported in other courses, cancellation of the final exam and failure in the relevant course(s).

VIII- Reference Book

Essentials of Marketing Research: An Applied Orientation (2015) by Naresh Malhotra.



IX- Bibliography & Additional Sources

- Further hands-out will be sent online during the semester.