

MRKG 401 Principles of Marketing Research

The purpose of this course is to familiarize students with the key challenges facing marketing researchers in a modern world. The course will introduce students to the transactional stages of marketing research, including problem definition, research design development, data collection and analysis, and communication of research findings. It will further teach students to apply research findings to current marketing challenges. *(Prerequisite: MATH 115, Minimum 70 credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of some specialized concepts, techniques, and ethics of marketing research design, methodology, and analysis.
2. Use specialist marketing knowledge in applying appropriate marketing research approaches and methods.
3. Critically analyze data and information to aid in solving a marketing problem.
4. Demonstrate specialized level oral and written communication skills in constructing different sections of the research proposal.
5. Operate independently, at a specialist level, in constructing a research proposal.

Textbook & Course Materials:

- *Joseph Jr, F., J. David, and E. Harrison Dana. Essentials of marketing research. McGraw-Hill Education, 2021.*

Course Content:

1. Introduction to Marketing Research and Insight
2. Defining the Research Problem and Developing a Research Approach
3. Literature Review
4. Research Design
5. Secondary Data Collection and Analysis
6. Qualitative Research: Its Nature and Approaches
7. Survey and Quantitative Observation Techniques
8. Measurement and Scaling: Fundamentals, Comparative and Non-Comparative Scaling
9. Sampling
10. Social Media Research
11. Mobile Research
12. Frequency Distribution, Crosstabulation and Hypothesis Testing
13. Analysis of Variance and Covariance
14. Correlation and Regression
15. Structure Equation Modeling