

MRKG 499 Capstone Project

This course is designed for final year Digital Marketing & Social Media students to further their digital marketing knowledge and skills. As they take this course, students will research and present solutions to a real-world digital marketing problem. This course encourages students to think analytically, logically, and creatively to integrate experience and knowledge in real world digital and social media marketing situations. *(Prerequisite: MRKG 401, CGPA of 2.00, Minimum 90 Credits)* (6 credits)

Course Learning Outcomes:

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

1. Demonstrate critical knowledge and understanding of complex concepts, techniques, and ethics of marketing research.
2. Identify and apply appropriate research methods and enquiry techniques in the field of marketing research.
3. Critically analyze data and information to aid in solving a marketing research problem.
4. Demonstrate specialized-level oral and written communication skills in preparing and presenting a marketing research project.
5. Use standard and specialized research analytical software to present a solution to a research problem in the field of marketing.
6. Operate at a specialist level, under supervisor guidance, independently and/or in a teamwork environment in the field of marketing research.

Textbook & Course Materials:

- *Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). Marketing Research. Pearson UK.*

Course Content:

1. Updating Research Proposal
2. Preparing the Literature Review
3. Data and Methodology
4. Analysis
5. Introduction
6. Conclusion
7. Full Report
8. Presentation
9. Corrections and Final Submissions