Philadelphia University	PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	**Approved Date:** 1/9/2024
Faculty: Business		**Issue: 2**
Department: E-Marketing and social media		**Credit Hours:** 3 hours
Academic Year: 2025/2026	**Course Assessment**	**Degree:** Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
035241500	**Marketing Research and Analysis**	**80 hours**

Course Type	Class Time	Room No.
☐ University Requirement ☐ Faculty Requirement Major ■ Requirement ☐ Elective ☐ Compulsory	**Sun, Tue 12:40-13:55**	**32104**
Course Level*	**Hours No.***	
☐ 6th ■ 7th ☐ 8th ☐ 9th	**90**	

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	**Sat - Tue 11:00-12:30**	fkokash@philadelphia.edu.jo

Course Delivery Method

☐ Blended	☐ Online	■ Physical
Learning Model		
Percentage	**Synchronous**	**Asynchronous**	**Physical**
	--		**100%**

Course Description

This course provides students with the essential knowledge and tools to understand the role of marketing research in theory and practice. The course will allow students to comprehend and evaluate the marketing research process, define a research problem, and distinguish between different research designs and methods and choose an appropriate design for each research problem. Students will learn to analyse research data and report findings.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of marketing research.	**Kp1**
K2	Explaining the various marketing research and technological tools used in implementing and evaluating marketing research.	**Kp2**
K3	Explaining the components of the marketing research and their impact on marketing management decisions and achieving organizational goals.	**Kp3**
K4	Analyzing different types of marketing data and how to manage marketing research using traditional and technological methods.	**Kp4**
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	**Sp1**
S2	Employing technology in collecting and interpreting marketing data and information.	**Sp2**
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	**Sp3**

Learning Resources

Course Textbook	• McDaniel Jr., Carl & Gates, Roger (2016). Marketing Research Essentials. • Malhotra, Naresh K (2009). Basic Marketing Research – A Decision-Making Approach, Prentice Hall.
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3vblsIH (APA7 Referencing)
Teaching Environment	■ **Classroom** ☐ **Laboratory** ■ **Learning Platform** ☐ **Other**

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	• Course introduction	• Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	• Syllabus
2	• Define marketing research • Explain the marketing research process • Overview of problem definition • Describe some of the secondary data research types	• Lecture • Collaborative learning • Task 1	• Read Chapter • Discussions • Quiz (10%) • Project-based Learning	• Chapter 1
3	• Understand research design • Explain primary data research methods	• Lecture • Collaborative learning • Task 2	• Read Chapter • Discussions • Activity • Project-based Learning	• Chapter 2a
4	• Overview of sampling	• Lecture • Collaborative learning • Task 3	• Read Chapter • Discussions • Quiz (10%) • Project-based Learning	• Chapter 2b
5	• Explain Survey method • Develop Questionnaire	• Lecture • Collaborative learning • Task 4	• Read Chapter • Discussions • Project-based Learning	• Chapter 3a
6	• Design Questionnaire • Understand research validity	• Lecture • Collaborative learning • Task 5	• Read Chapter • Discussions • Project-based Learning	• Chapter 3b

7	• Midterm Exam Review	• Lecture • Collaborative learning	• Project-based Learning	• Project-based Learning
8	**Midterm Exam (30%) Task 1, 2, 3, 4, 5**			
9	• Data Preparation • Understand Frequencies, Descriptive Statistics and Crosstabulations	• Lecture • Collaborative Learning • SPSS • Task 6	• Read Chapter • Discussions • Project-based Learning	• Chapter 4
10	• Understand Reliability analysis, One sample tests and multiple sample tests	• Lecture • Collaborative Learning • SPSS • Task 7	• Read Chapter • Discussions • Project-based Learning	• Chapter 5a
11	• Understand Reliability analysis, One sample tests and multiple sample tests	• Lecture • Collaborative Learning • SPSS • Task 8	• Read Chapter • Discussions • Project-based Learning	• Chapter 5b
12	• Understand Correlation, Regression Analysis, ANOVA	• Lecture • Collaborative Learning • SPSS • Task 8	• Read Chapter • Discussions • Project-based Learning	• Chapter 6a
13	• Understand Correlation, Regression Analysis, ANOVA	• Lecture • Collaborative Learning • SPSS • Task 8	• Read Chapter • Discussions • Project-based Learning	• Chapter 6b
14	• Understand the nature of qualitative methods • Understand the concept of focus group and interviews • Explain the qualitative data presentation and write-up	• Lecture • Collaborative Learning • Task 9	• Read Chapter • Discussions • Case Study (10%)	• Chapter 7

15	• Final Exam Review	• Lecture • Collaborative learning	• Project-based Learning	• Project-based Learning
16	**Final Exam (40%) Task 6, 7, 8, 9, 10**			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Tasks Timeline

Task	To Do
1	• Form Groups • Assign Group Leaders • Topic Selection
2	• Problem Identification • Research Gap
3	• Research Variables • Research Objectives • Theory
4	• Literature Review •Hypothesis Development
5	• Conceptual Framework • Construct Measurement
Midterm Exam (30%)	
6	• Survey Development • Data Collection

7	• Methodology
8	• SPSS Results and Hypothesis Testing
9	• Abstract, Introduction and Conclusion
10	• Final Draft and Proofreading
Final Exam (40%)	

Course Contributing to Learner Skill Development

Using Technology
• Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
• Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
• Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	**% 30**	**Quiz 1 (10%)** **Quiz 2 (10%)** **Case Study (10%)**	**K1, K2, K3, K4**
Midterm Exam	**% 30**	**Continuous** Group project (%30)	**S2, K2, K3, K4**
Final Exam	**% 40**	**Continuous** Group project (%40)	**S1, S2, S3, K3, K4**

Total	**%100**		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of marketing research.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz
K2	Explaining the various marketing research and technological tools used in implementing and evaluating marketing research	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz • Exam
K3	Explaining the components of the marketing research and their impact on marketing management decisions and achieving organizational goals.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz • Exam
K4	Analyzing different types of marketing data and how to manage marketing research using traditional and technological methods.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Case Study • Exam
Skills			
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam
S2	Employing technology in collecting and interpreting marketing data and information.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.
** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	• The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment