



Philadelphia University
Faculty of –business Administration and financial sciences
Department of --Marketing
2014-2015

Course Syllabus

Course Title: Marketing Research	Course code:
Course Level: 4	Course prerequisite: principles of Marketing 0350160
Lecture Time:	Credit hours: 3

<u>Academic Staff</u>				
<u>Specifics</u>				
Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

This course covers introduction to marketing research , organizational structure styles , types of market research and the usage of scientific approach to run it , measurements mechanisms and sampling , marketing research phased from problem identification till final analysis and recommendations stated at the final report .

Course objectives :

- identify what is marketing research
- Be aware of Marketing research organizational structure styles
- Identify Types of Marketing research and scientific approach methodology
- Be aware of Measurements and Sampling
- Identify different layers and mechanisms of data analysis
- Study Marketing research phases from data collection till final conclusions and recommendations

Course/ module components

Author: Maela , Naji , 2008. Marketing research : analytical approach , Wael Publications.

- **Support material (s)**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding

- Cognitive skills (thinking and analysis).
- Communication skills (personal and academic).
- Practical and subject specific skills (Transferable Skills).

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

Week	Basic& support material to be covered	Homework/reports and their due dates
(1)	Introduction to Marketing Research	
(2)	Marketing research & organization structure	Practical example report
(3)	Types of marketing research	Presented report about types of marketing research
(4) & (5)	Scientific approach and research I	Presented reports about scientific approach
	Scientific approach and research II	
(6) 1st Exam	Measurements Types	Presented reports about applied measrments types form existing research
(7)	Data Collections mechanisms	Bench mark report about different ways of collecting data
(8)	Experimental research and marketing research	Presented topic that shows expeemental research usage at media and Ads.
(9)	Sampling	
(10)	Innovation Research	Presented report that shows marketing research to find new innovative products or promotions
(11) 2nd Exam	Consumptions patterns research	
(12)	Data editing and classifications	
	Data Analysis Primary data Analysis	Practical examples of published reports
	Advanced data analysis Presenting the final report and recommendations	
(15) Trial Exam	Review -	
(16) Final Exam	- -	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Journals

Journal of Academy of Marketing Science

Journal of Marketing

Journal of Consumer Research

- Websites

www.emerald-library.com