



Course Specifications

Course Title:	Marketing Research
Course Code:	MKT10702
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 7 th Level / 4 rd Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description:

This course will provide students with an in depth understanding of market research. Students will be involved in a practical application of market research via a group project which will focus on a real company situation. Students will write a research brief, determine the research methodology and conduct interviews and surveys as required. Students will be responsible for presenting their findings in both written and oral form.

2. Course Main Objective:

Upon successful completion of the course students will be able

- To provide students with a background in research methods, procedures and issues related to extracting marketing insights
- To provide students with an understanding of commonly used research methods.
- To provide students with experience in interpreting multiple sources of research information and extracting actionable insights
- To provide students with a knowledge of the principles of sampling and basic data analysis for marketing research.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define the concept of marketing research.	K3
1.2	Identify how marketing research can be applied to marketing.	K3
1.3	Describe the factors which influence marketing research.	K3
2	Skills:	
2.1	Apply the knowledge of primary and secondary data for the purpose of research design.	S1
2.2	Evaluate the application of various research design.	S2
2.3	Analyze the process of data collection.	S3
3	Values:	
3.1	Utilize written work for a business context.	V1
3.2	Practice effective teamwork, time management.	V2

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Research Methodology.	6
2	Planning the Research Process.	6
3	Research Design.	6
4	Data Collection Sources and Methods.	6
5	Designing a Questionnaire	6
6	Measurement and Scaling Techniques.	6
7	Report Writing.	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Define the concept of marketing research.	Lectures, Illustrative Examples	Exams Assignment
1.2	Identify how marketing research can be applied to marketing.	Lectures, Illustrative Examples	Exams Assignment

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	Describe the factors which influence marketing research.	Lectures, Illustrative Examples	Exams Assignment Direct Questions
2.0	Skills		
2.1	Apply the knowledge of primary and secondary data for the purpose of research design.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the application of various research design.	Lectures Active Learning	Exams Quizzes Homework
3.3	Analyze the process of data collection.	Lectures Active Learning	Exams Assignment Direct Questions
3.0	Values		
3.1	Use written work for a business context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Practice effective teamwork, time management.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Marketing research; Naresh K. Malhotra Pearson
Essential References Materials	Marketing Research Essentials (2013). Carl Mc Daniel & Rogers. Eighth Edition.
Electronic Materials	

Other Learning Materials	
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2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g., if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020