



MAR-102 Marketing Research

Description:

This course provides a fundamental understanding of marketing research methods employed by well-managed businesses. MAR-102 is broadly structured to follow the steps in the marketing research process by covering topics such as: problem definition, research design (exploratory, descriptive and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. This course emphasizes both the qualitative and quantitative aspects of marketing research.

Textbook: Essentials of Marketing Research 7th Ed. – Babin – ISBN: 9781337693660

Course objectives:

Throughout the course, you will meet the following goals:

- Understand marketing research is and what it does for business.
- Explain how big data can be used to help businesses make better decisions.
- List the major stages of the marketing research process and the steps within each.
- Understand marketing ethics and ways that researchers can face ethical dilemmas.
- Compare, contrast, and know how to use qualitative research and quantitative research.
- Know what a survey is and how it can provide insight into explaining human behavior.

Contents:

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| Ch 1: The Role of Marketing Research | Ch 12: Sampling Designs and Procedures |
| Ch 2: Big Data and Better Decisions | Ch 13: Describing Samples and Populations |
| Ch 3: The Marketing Research Process | Ch 14: Basic Data Analysis |
| Ch 4: Organizational and Ethical Issues | Ch 15: Testing for Group Differences |
| Ch 5: Qualitative Research Tools | Ch 16: Communicating Research Results |
| Ch 6: Secondary Data Research | Ch 17: Advanced Data Analysis |
| Ch 7: Survey Research | Ch 18: Advanced Topics in Linear Analytics |
| Ch 8: Observation | Ch 19: Testing Hypotheses and GLM |
| Ch 9: Conducting Marketing Experiments | Ch 20: Multivariate Data Analysis |
| Ch 10: Measurement and Attitude Scaling | Ch 21: Interdependent Analysis Techniques |
| Ch 11: Questionnaire Design | Ch 22: Structural Equations Modeling |

Grading Scale

- A = 95-100%
- B = 88-94.9%
- C = 80-87.9%
- D = 70-79.9%
- F = Below 70%

Grade Weighting

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|-------------------------|------------|
| Chapter Quizzes..... | 70% |
| <u>Final Exam</u> | <u>30%</u> |
| | 100% |