



Basic Information:

Title:	Marketing Research	Code:	MKTG 381
Program:	BBIT (Major in Marketing)	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	Principles of Marketing

Course Description:

This course aims to acquaint students with basics of marketing research methods, how to conduct marketing research, how to analyze the data qualitatively and quantitatively, and types of research. It is assumed that students in this course have a basic understanding of marketing terminology and concepts.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to

1. *Identify the problem areas in marketing research*
2. *Conduct research in a systemic way.*
3. *Analyze the data*
4. *Devising rational solution*
5. *Quantitative and qualitative research approaches to marketing research.*
6. *Writing a research report.*

Teaching Learning Methodology:

The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, research assignments and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Wk	Lecture Topic
01	<i>Introduction to Marketing Research and Research Design</i>
02	<i>The Marketing Research Process</i>
03	<i>The Importance of Defining the Problem in Marketing</i>
04	<i>Primary Data, Secondary Data</i>
05	<i>Literature Reviews, Research Objective, Theoretical framework</i>
06	<i>Introduction to Research Strategies</i>
07	<i>Research Designs</i>
08	<i>Mid Term Examination</i>
09	<i>Designing a Questionnaire</i>
10	<i>Sampling Design and Procedures</i>
11	<i>Data Collection methods & techniques</i>
12	<i>Data Analysis Quantitatively & Qualitatively</i>
13	<i>Report Writing in detail</i>
14	<i>Communicating Marketing Research Findings & Publishing</i>
15	<i>Major Project Presentation</i>
16	<i>Final Term Examination</i>



Topics in Detail

Introduction to Marketing Research

Research Design
The Marketing Research Process
Role of Marketing Research in Decision Making

The Importance of Defining the Problem

The Process of Defining the Problem and
Developing an approach.

Data and Research Framework

Primary Data, Secondary Data,
Literature Reviews
Research Objective
Theoretical framework
Secondary vs. Primary Data
Advantages and Uses of Primary/Secondary Data
Classification of Secondary Data
Sources of Secondary Data
How to do Literature Review (basics)
Research Objective and Hypothesis Formation
Conceptual Understanding of theoretical
framework

Introduction to Research Strategies

Qualitative Research
Quantitative Research
Quantitative vs. Qualitative Research

Research Designs

Observational Design
Cross sectional design

Experimental Method

Longitudinal

Case Study Techniques

Designing a Questionnaire

Measurement

Scaling and Designing a Questionnaire

Techniques of Making Interview Guide

Sampling Design and Procedures

The Concept of Sampling

The Sampling Design Process

Non-Probability Sampling

Probability Sampling

Data Collection

Data Collection Methods and Techniques

Data Preparation

Data Analysis

Quantitative Data Analysis

Qualitative Data Analysis

Report Writing

Report format

Report Writing steps

Report compilation

Reference writing

Communicating Marketing Research Findings

Finding the journals

Publishing the research

**** More topics can be added. Articles, case studies or other relevant material will be added during the course. Course outline is subject to change on instructor discretion and availability of guest speakers. Each content will involve discussion, readings and relevant material.**

Text & Recommended Readings

1. *Marketing Research: An Applied Orientation*
Book by Naresh K. Malhotra (Prentice Hall)

Assignment Specification

Microsoft Word for Documentation

Headings

Arial 11pt Bold

Normal Text

Times New Roman 10pt

Header Footer

Times New Roman 8pt

Paragraph

Single Line Spacing

First Line Indent 1.0 cm

Page Margins

2 cm from each side



Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%		Mid Term	35%		Final Term	40%
Assignments	10 %		Mid Term Exam	35%		Final Exam	30%
Quizzes	10%					Case Study/ Project/	10%
Presentations	05%					Term Paper	

Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult Plagiarism Policy of PU at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ Submission Date and Time for the term instruments is always **Un-Extendable**.
- ✓ 7 Absentees in class will be result in forced withdrawal. **(PU Policy)**
- ✓ Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. **(PU Policy)**
- ✓ This is your responsibility to keep track of your position in class evaluation units.
- ✓ After the submission date, NO excuse will be entertained.
- ✓ **Keep a copy of all submitted Grading Instruments.**
- ✓ Assignment is acceptable only in its Entirety.
- ✓ No make up for any assignment and quiz.
- ✓ Copied & Shared work will score Zero.
- ✓ Assignments are Individual.

Good Luck