Course Specifications

Course Title:	Marketing Research
Course Code:	**MKT350**
Program:	**Bachelor**
Department:	**Marketing**
College:	**CBA**
Institution:	**PSU**

Table of Contents

A. Course Identification

1. Credit hours: 3	

2. Course type

a.   University ☐   College ☑   Department ☐   Others ☐

b.   Required ☑   Elective ☐

3. Level/year at which this course is offered: Senior

4. Pre-requisites for this course (if any)**: MKT301& STAT 271**

5. Co-requisites for this course (if any)**: NA**

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100
2	Blended	0	
3	E-learning	0	
4	Correspondence	0	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

(Note: General description in the form used in Bulletin or handbook)

2. Course Main Objective

This course is aimed to provide students with an overview of marketing research in terms of needs, definition, process, analysis and reporting. The course introduces the students to the concepts and process of marketing research, and exposes them to the actual practice of such concepts

- Describe the basic marketing research knowledge and principles.
- Create research plan and design an approach toward a problem in the marketing field.
- Analyze and interpret core concepts of marketing research problems to suggest creative solutions.
- Analyze and interpret results of their work skills using technology application such as SPSS/ Excel.
- Demonstrate presentation skills using technology application

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	Describe the basic marketing research knowledge and principles.	1
2	**Skills :**	
2.1	Create research plan and design an approach toward a problem in the marketing field.	2,
2.2	Analyze and interpret core concepts of marketing research problems to suggest creative solutions.	1, 2
3	**Competence:**	
3.1	Analyze and interpret results of their work skills using technology application such as SPSS/ Excel.	6
3.2	Demonstrate presentation skills using technology application	3, 4

C. Course Content

No	List of Topics	Contact Hours
1	**Chapter 1** Introduction to Marketing Research	3
2	**Chapter 2** Defining the Marketing Research Problem & Developing an approach	3
3	**Chapter 3** Research Design, Secondary and Syndicated Data	3
4	**Chapter 3** Research Design, Secondary and Syndicated Data	3
5	**Chapter 4** Qualitative Research	3
6	**Chapter 5** Survey and Observation	3
7	**Chapter 5** Survey and Observation	3
8	**Chapter 7** Measurement and Scaling	3
9	**Chapter 8** Questionnaire and Form Design	3
10	**Chapter 9** Sampling Design and Procedure	
11	**Chapter 10** Data Collection and Preparation	3
12	**Chapter 11** Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation	3
13	**Chapter 13** Report Preparation and Presentation	3
14	Project report/Assignment submission and presentation	3
15	Course wrap up	3
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**		
1.1	Knowledge	Assignments, Quiz, Midterm, Presentation, Final Exam	Lecture instruction Assignments Presentation In class discussions Video cases discussions
2.0	**Skills**		
2.1	Cognitive Skills	Assignments, Quiz, Midterm, Presentation, Final Exam	Lecture instruction Assignments Presentation Case discussions
2.2 …	Interpersonal Skills & Responsibility	Project report and Presentation, Attendance	Presentations and project report
3.0	**Competence**		
3.1		Individual Presentation, Project report	Project report and Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	15%
2	Second major exam	(Week 10)	15%
3	Quiz	(Week 8)	10%
4	Research project	(Week 11)	10%
5	Project Presentation	(Week 13)	5%
6	Attendance and Participation	(Week 14)	5%
7	Final exam		40%
	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

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

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)
  Students can meet the instructor for consultation and academic advise as below:

Dr. Imran Khan

Sunday, Tuesday, and Thursday 10AM—11PM

Monday and Wednesday- 11 AM-12 PM

By appointment. Students also can contact the instructor as below:

Email: khan@psu.edu.sa;   Office number: E 357, Second floor, Building 101

Dr. Mobin Fatma

Sunday, Tuesday, and Thursday 11AM—12 PM

By appointment. Students also can contact the instructor as below:

Email: mfatma@psu.edu.sa;   Office number: W365

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Malhotra, N. (2015), *Essentials of Marketing Research, Global Edition*, 1st, Pearson Education Limited
Essential References Materials	Malhotra, N. (2014) *Basic Marketing Research*, 4th Edition; Pearson; Harlow. - Alvin C. Burns and Ronald F. Bush, (2019), *Marketing Research, Global Edition* (9th edition), Pearson - V. Kumar, D. Aaker, and G. Day, (2009) *Essentials of Marketing Research*, Second Edition, John Wiley & Sons, Inc. 2009. - De Pelsmacker ,P. Van Kenhove ,P. Janssens ,W. Wijnen, K . (2008)*Marketing Research with SPSS.* Prentice Hall. - Malhotra, N (2010), *Marketing Research: An applied Orientation*, 6th Edition. Pearson International Eductaion, 2010.
Electronic Materials	Journal of Marketing Research Moodle (https://wlms.psu.edu.sa/) and YouTube for course materials
Other Learning Materials	The instructor may provide some relevant materials.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room, computing resources, library, Classroom LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer and projector MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	White board

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	