



Course Specifications

Course Title:	Marketing Research
Course Code:	MKT532
Program:	MBA
Department:	Marketing
College:	CBA
Institution:	PSU

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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 type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: Senior
4. Pre-requisites for this course (if any): Marketing Management MKT 530
5. Co-requisites for this course (if any): Consumer Behavior MKT 533 and Strategic Marketing MKT 538

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	78
2	Blended	10	22
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	20
2	Assignments	15
3	Library	25
4	Projects/Research Essays/Theses	30
5	Others (specify)	
	Total	90

* 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

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 through analysis of cases and interactive exercises. Marketing research serves as a central basis for marketing strategy and firm profitability by providing information relevant to marketing decision making. It is critical for marketing managers to understand the nature of marketing research and to be able to specify what information to seek, how to get it and how to utilize it in making marketing decisions.

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.
- Transform theoretical knowledge into practice and implementation.
- 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.
- Demonstrate commitment toward working in group as well as independently.
- Illustrate interaction and responsibility in managing resources, time and other members of the group.
- Demonstrate presentation skills using technology application.
- Analyze and interpret results of their work.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe the basic marketing research knowledge and principles.	1
2	Skills :	
2.1	Transform theoretical knowledge into practice and implementation.	1, 2
2.2	Create research plan and design an approach toward a problem in the marketing field.	2,
2.3	Analyze and interpret core concepts of marketing research problems to suggest creative solutions.	1, 2
2.4	Demonstrate commitment toward working in group as well as independently.	6
3	Competence:	
3.1	Illustrate interaction and responsibility in managing resources, time and other members of the group.	6
3.2	Demonstrate presentation skills using technology application. Analyze and interpret results of their work.	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	3
4	Chapter- 4 and 5 Exploratory Research Design - Secondary Data & Qualitative Research	3
5	Chapter-6 Descriptive Research Design: Survey and Observation	3
6	Chapter 8- Measurement and Scaling: Fundamentals and Comparative Scaling	3
7	Chapter-9 Measurement and Scaling: Noncomparative Scaling Techniques	3
8	Chapter-10 Questionnaire and Form Design	3
9	Chapter-11 Sampling: Design and Procedures	3
10	Chapter-13 and 14 Field work: Data Collection and Preparation	3
11	Chapter-15 Frequency Distribution, Cross-Tabulation, and Hypothesis Testing	3
12	Chapter-19 Factor Analysis	3
13	Chapter-22 Structural Equation Modeling and Path Analysis	3
14	Chapter-23 Report Preparation and Presentation	3
15	Project report/Assignment submission and presentation	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, Case studies, Midterm, Presentation, Final Exam	Lecture instruction Group assignments Presentation In class discussions Video cases discussions
2.0	Skills		
2.1	Cognitive Skills	Assignments, Case studies, Midterm, Presentation, Final Exam	Lecture instruction Group 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	Project report and Presentation

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		report	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 10)	20%
4	Research project	(Week 15)	15%
5	Project Presentation	(Week 15)	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 advice as below:

Dr. Imran Khan

By appointment Online (Via Google meet)

Students also can contact the instructor as below:

Email: khan@psu.edu.sa

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Malhotra, N (2019), <i>Marketing Research: An Applied Orientation: Global Edition, 7th Edition</i> . Pearson, 2019.
Essential References Materials	<p><u>Textbook:</u></p> <ul style="list-style-type: none"> - Malhotra, N (2010), <i>Marketing Research: An applied Orientation</i>, 6th Edition. Pearson International Education, 2010. - Malhotra, N. (2015), <i>Essentials of Marketing Research, Global Edition</i>, 1st, Pearson Education Limited - Malhotra, N. (2014) <i>Basic Marketing Research</i>, 4th Edition; Pearson; Harlow. - Alvin C. Burns and Ronald F. Bush, (2019), <i>Marketing Research, Global Edition</i> (9th edition), Pearson
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	