

# Enquire Teaching Timetable

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## Course Outcome

### MKTG 3010 - Marketing Research

#### Learning Outcome

After completion of the course, students should know what research alternatives exist, how to select the most effective method, and how to interpret and apply the results from data analyses.

#### Course Syllabus

1. Introduction
2. Marketing Research Problem Definition and Approach
3. Research Design
4. Secondary Research
5. Scales
6. Questionnaire Design
7. Qualitative Studies
8. Descriptive Research
9. Experimental Design
10. Sampling
11. Data Entry, Verification & Validation
12. Summary Statistics
13. Hypothesis Testing
14. Crosstab
15. Regression
16. ANOVA
17. Discriminant Analysis
18. Cluster Analysis
19. Nonparametric Statistics.

#### Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	40
2	Homework or assignment	10
3	Presentation	10
4	Project	40

#### Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

#### Required Readings

Basic Marketing Research, A Decision-Making Approach, 3rd ed. by Naresh K. Malhotra and Mark Peterson, Prentice Hall, 2006.

#### Recommended Readings

Buzzell, R. D. 1963 "Is Marketing a Science?" Harvard Business Review, Vol. 41, Jan-Feb.

Andreason, A.R (1985), "Backward marketing research", Harvard Business Review, Vol. 63 pp.176, 180, 182.

Stevens, S. S. 1946 "On the Theory of Scales of Measurement;" Science, Vol. 103, p.p. 677 -80. Reprinted in Mehrens, W.A. and Ebel, R.L., (eds), 1967.