**Marketing Research (420)**

**Spring 2024**

**Dr. Dalal Ahmad**

**Lecture Time and Location:**

**MKT 420/ 01Ax** : Monday, & Wednesday 5:00 PM – 6:15 PM

**Contact Information:**

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**Office Hours** : Monday & Wednesday 9:00 AM – 9:30 AM

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : BA Building, first floor, Department of Management and Marketing

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**Office Hours** : Sunday, Tuesday, & Thursday 1:30 PM – 3:30 PM

**Course Description:**

The course is designed to provide students with hands-on basic survey of marketing research concepts and applications. The class is not a statistics course, but a research course. However, some knowledge of statistics is required. Topics will include, among others, research in marketing, secondary research, measurement, causality, instrument design, sampling, experimentation, observation, interviews, and data editing, entry and analysis.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able to:

1. understand the importance of information management to the firm
2. identify and select from the many information gathering alternatives available in a specific situation
3. understand the many aspects of the research process
4. evaluate and apply numerous methodologies utilized in marketing research

**Required Material:**

**Textbook** : Marketing Research, 12th Edition, Carl McDaniel Jr., Roger Gates, October 2020

**Additional Material** : SAS On Demand

**E-Learning System** : Moodle, and Course website on SAS on Demand

**Course Website** : [https://odamid.oda.sas.com](https://odamid.oda.sas.com/)

: <https://moodle.ku.edu.kw>

**Course Requirements and Policies:**

* Mutual respect between the instructor and the students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
* Students must follow all the ethical standards in the classroom.
* All mobile phones should be turned off or the student will be asked to leave the classroom.
* NO nepotism, or cronyism.
* Students’ attendance and participation are expected.
* Students will form groups (a maximum of 3 students in each) to complete the course project (see moodle for details).
* No makeup work will be offered for missed exams. In the event of an acceptable excuse for exam absence, the student's existing grades will be used to determine an average score.
* This course is designed to offer students a hands-on learning experience, emphasizing the practical application of marketing research concepts. Through a combination of lectures, lab sessions using SAS (Statistical Analysis System), in-class activities, and a comprehensive final project, students will expose themselves to the marketing research methodologies and tools.
  + **Lectures: Conceptual Foundation**
  + The course kicks off with in-depth lectures that provide students with a solid conceptual foundation in marketing research. These lectures cover key topics such as research design, sampling techniques, data collection methods, and statistical analysis. The emphasis is not only on theoretical understanding but also on real-world applications, ensuring that students comprehend the practical implications of each concept.
  + **Lab Sessions with SAS: Hands-On Analysis**
  + To bridge the gap between theory and practice, the course incorporates lab sessions where students actively engage with SAS, a powerful tool widely used in the industry for statistical analysis. These hands-on sessions allow students to apply the statistical concepts learned in lectures to real datasets. They learn how to clean and prepare data, perform various statistical analyses, and interpret results, gaining valuable technical skills highly sought after in the field.
  + **In-Class Activities: Reinforcing Application**
  + In-class activities serve as a platform for reinforcing application in a collaborative setting. Students work on targeted exercises, case studies, and simulations that simulate real-world marketing research scenarios. This approach fosters teamwork, critical thinking, and problem-solving skills. The goal is to enable students to navigate the complexities of marketing research by actively applying concepts in a controlled environment.
  + **Final Project: Comprehensive Application**
  + The pinnacle of the course is the final project, where students undertake a comprehensive marketing research study from start to finish. This project integrates all the research steps covered throughout the course, including problem definition, research design, data collection, analysis, and presentation of findings. Students work with real-world datasets or simulated scenarios, allowing them to demonstrate a mastery of marketing research methodologies in a practical context.

**Individual Assignments:**

**SAS learning Modules:**

* students will actively engage with SAS through hands-on lab sessions, enhancing their practical proficiency in statistical analysis. The SAS learning modules are an integral component of the course, aiming to empower students with the skills required for real-world application in marketing research. Students will participate in lab sessions, applying SAS to analyze datasets, conduct statistical tests, and derive meaningful insights. Individual grades will be assigned based on active participation and successful completion of lab exercises. Students have the option to earn SAS module full points by completing the online course, "SAS Programming Essentials." This self-paced course delves into the foundational aspects of SAS programming, offering a structured learning path to reinforce and expand on the skills acquired during lab sessions.

**In-Class Tests:**

* The assessment in this course will consist of a lab quiz, a term exam , and a comprehensive final, These exams serve as critical evaluation points to gauge students' understanding of the course material, their ability to apply concepts, and their analytical skills.
* Quizzes will be administered as deemed necessary throughout the course, focusing on specific SAS topics from the SAS on Demand website. These quizzes will help students in understanding of the material and help reinforce key concepts. The frequency and content of the quizzes will be announced in advance, providing students with the opportunity to adequately prepare.
* The term exam will be strategically scheduled to cover different sections or themes of the course, allowing students to demonstrate their knowledge acquired up to that point.
* The Marketing Research final exam is designed to be a practical application of the theoretical concepts and SAS skills acquired throughout the semester. This comprehensive examination is crafted to evaluate students' holistic understanding of the entire course, ensuring they can seamlessly integrate marketing research concepts and apply their SAS proficiency to real-world scenarios.

**In-Class Activities: Reinforcing Application**

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**Participation:**

* Student participation is crucial for a vibrant classroom environment, fostering engagement and diverse perspectives.
* Students are encouraged to ask questions, share examples, suggest ideas, and contribute relevant perceptions during class discussions.

**Preparation:**

* Students are required to come to class prepared by reading the assigned chapter beforehand, ensuring active engagement during class discussions and activities. This practice enhances comprehension, enables meaningful participation, and fosters a more productive learning environment.

**Group Project:**

* Students will be required to form groups consisting of a maximum of 3 members each. Each group must designate a leader who will be responsible for coordinating the team's efforts.
* Every group will be held accountable for meeting deadlines promptly.
* Each group is expected to deliver a presentation of their project on a specified date during the semester.
* In the case of an internal group conflict, the team has the option to request a peer evaluation form from the instructor for resolution and guidance.
* Prior to the presentation, a written report must be submitted.
* A comprehensive project description will be provided to students through the Moodle course page.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 18% | Exams |
| 8% | In class Activities |
| 4% | Final presentation |
| 30% | project |
| 40% | final |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |
| --- |
| **Topics** |
| Steps in Creating Market Insights and the Growing Role of Marketing Analytic |
| Secondary Data: A Potential Big Data Input |
| Measurement to Build Marketing Insight |
| Acquiring Data Via a Questionnaire |
| Sample Design |
| Traditional Survey Research |
| Qualitative Research |
| Analyzing Data: Descriptive, Predictive, and Prescriptive Analytics – from ch10 |
| Primary Data: Experimentation and Test Markets |
| Data Processing and Basic Data Analysis |
| Statistical Testing of Differences and Relationships |
| More Powerful Statistical Methods |
| Communicating Analytics and Research Insights |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| March 16th, 2024 | Last day to drop a course |
| May 13th, 2024 | Last day of classes |
| May 19th , 2024 | Final Exam 11:00am -1:00pm |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals Related to this course:**

**LG2. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG3. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

3.1. Use a word-processing application to type and format a business document.

3.2. Use a data-processing application to analyze or solve a business problem.

3.3. Use a presentation-making application to prepare a slideshow for a business issue.

**LG4. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

4.1. Deliver clear, concise, and audience-centered presentations.

4.2. Write clear, concise, and audience-centered business documents.

**LG5. Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

5.1. Use appropriate tools to solve a given business problem.

5.2. Analyze business problems using suitable business theories and techniques.

5.3. Structure logic and frame quantitative analysis to solve business problems.