



## **Course Syllabus**

**Spring 2026**  
**Dr Mohamed Sobhy**  
**Marketing Research MKT515**

### **DEPT: MANAGEMENT AND MARKETING**

#### **Contact Information:**

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#### **Teaching Assistant: --**

**Name** : TBC  
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**Tutorial** : --

#### **Course Description:**

This module aims to provide students with both theoretical and practical understanding of how marketing research is designed, conducted and evaluated. More specifically, this module equips students with a framework for understanding various research design decision issues involved in marketing research, while giving them the opportunity to implement them in a practical way.

#### **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.

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

- CLO1 Identifying management decision problems and marketing research problems
- CLO2 Designing qualitative and quantitative marketing research projects
- CLO3 Knowing how to collect, analyze and interpret quantitative data.
- CLO4 Knowing how to collect, analyze and interpret qualitative data.
- CLO5 Writing up research reports.



**CLO Mapping to CBA Skill Based Competency Goals<sup>1</sup>**

CLO	Competency Goal			
	Analytical	Communication	Business knowledge	Business Ethics
1		I	I	I
2	I			
3	I		I	
4	I		I	
5	I	R	I	

**Type of Emphases:**

- **(I)ntroduce:** Students will be introduced to the skill and their grasp of it assessed in the course.
- **(A)pply:** The course will not cover the skill. Students should have a high-level grasp of the skill and are required to apply it in the course.
- **(R)einforce:** Students should have an introductory-level grasp of the skill and the course will improve their mastery to a higher level.

**Required Material:**

- Hair, J.F., Celsi, M.W., Ortinau, D.J. and Bush, R.P., (2020). Essentials of marketing research. McGraw-Hill.
- Malhotra, N. (2020), Marketing Research: An applied orientation, Pearson

**Additional Material:** During the semester, I may assign articles and case studies from recent magazines, newspapers, or journals to supplement the texts and the classroom discussions.

**E-Learning System:** Microsoft Teams

**Course Website:** Microsoft Teams

**Course Requirements and Policies:**

**1) Attendance:** It is enough to say that if you don't attend class, it will be very difficult to get a good grade. You are expected to be here every day.

**After three absences, you will have your **first formal warning**.**

**When your absence reaches six absences, you will have your **second and final warning**.**

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<sup>1</sup> CBA Competency Goals can be found at the end of this document



Once your absence reaches seven times in total, you will fail due to absence (FA).

Part of your grade is based on participation, and it is quite difficult to participate when you're not in class. Missing class during a mandatory attendance day will result in your overall class grade being lowered by 2%.

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](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.

**2) Group coursework:** You will work in a group of 3-4 members to help a business client in evaluating a business opportunity by collecting and analyzing data to support a number of marketing decisions. You will be submitting your group coursework by the following order:

**2.1. Phase 1:** Identify management decision problem and marketing research problem (Presentation, 19 February)

**2.2. Phase 2:** Exploratory phase (5 interviews + initial insights from the analysis of secondary data) (Tuesday, 5 March)

**2.3 Phase 3:** Survey design (Sunday, 31 March)

**2.4. Phase 4:** Final presentation (Thursday, 23 April)

**3) Participation:** Participation in this class is required. This means that you must come to class prepared, having read the assignment for the day, and ready to discuss it. *I'm looking for evidence that you've read and thought about the assignment and that you are able to relate the assignment to your intuition and personal experiences.* If you are shy and have trouble speaking up in class, please talk to me during the first week of class; we will work on a way for you to feel more at ease in class. Do not wait until the end of the semester to tell me that you don't like to talk in class – it is difficult for me to do anything to help you at that point. Remember – preparation is a great way to reduce nervousness! I also encourage you to bring in news articles, stories, anecdotes, etc. as they pertain to the topic of the day.



**4) Assignments:** You must come to class ready to discuss the assignment for the day, be it a chapter from the textbook, a case, or an assignment given in class the day before. During the semester I may assign outside readings in addition to the text chapters. **\*\*All written assignments must be typed in Times 12pt font, 1 inch margins, and double spaced.\*\* Any assignment which is not typed or in the correct format will receive an automatic point deductions.**

**In-Class Tests:** Exams must be taken in class at the scheduled time. You **MUST** be here on those dates OR you will receive a zero (0).

**5) 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](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.

**6) Academic Dishonesty:** This one is easy to understand. Don't cheat. I work hard in this course, and I expect you to also. On exams, assignments and papers: 1. Collaboration is permitted only when permitted by the instructor. 2. Don't plagiarize - Copying from the writings or works of others into your academic assignment without attribution, or submitting such work as if it were one's own is defined as plagiarism. This also includes any submission of work with authors listed who did not contribute to the submission. If you have any questions on what plagiarism is, please ask. Punishment for academic dishonesty, to be determined by the instructor, will range from receiving a zero (0) on the test or assignment to failing the class

**Class Policy:**

- It is your responsibility to attend the class.
- **No student will be allowed to enter the classroom after 5 minutes from the instructor's arrival. The door will be locked after 5 minutes. NO EXCEPTIONS.**
- Part of your grade is based on participation, and it is quite difficult to participate when you're not in class.



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- **Each student is responsible for the missed work. Again, there will be no makeup work accepted.**
- **Assignments are due during the class time. I will not accept them after the class time or by email.**
- I have the right to accept or reject the reasons for absence. If you have more than three consequent absences, please take them to students' affairs. Otherwise, don't bother talking to me about these excuses because I am not going to accept them.
- There are no make-up exams or assignments whatsoever.
- If you are planning to receive an FA, please inform the instructor as soon as possible in order to avoid an F grade at the end of the semester.
- **All mobile phones and electronics should be turned off or on silent mode. The student will be considered absent for the day if caught and will be asked to leave the class.**
- **During exams, mobile phones should be turned off; otherwise, the student will get an F if caught.**
- **If you are caught signing on the attendance sheet for absent students, you will get an F without further warning.**
- **If you are caught plagiarizing or submitting an assignment that is not original, you will get a zero on the assignment without further warning.**
- **As courtesy for your classmates and instructor, talking in class is not allowed. Students will be asked to leave the class if they create noise in class. I have the right to give an FA grade if I believe that a student is disturbing the class learning experience.**

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

**Evaluation method:** Exams may cover any material discussed in class as well as any reading material assigned. Lectures will not regurgitate reading assignments. Therefore, read carefully and thoroughly **and** come to class. Each exam will consist of a case study, followed by essay and multiple choice questions.

**Grading:**

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

Weight	Description
20	Midterm exam (1 April 2026)
20	Midterm exam (30 April 2026)
30	Group coursework
20	Individual coursework
10	Attendance & class participation
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:**

Chapter	Topics
<b>Chapter 1</b>	Marketing Research Problem: <ul style="list-style-type: none"><li>- Differences between symptoms and problems</li><li>- Research questions and information sources</li></ul>
<b>Chapter 2</b>	<ul style="list-style-type: none"><li>- Professional Marketing Research Proposal &amp; Business Client</li><li>- Marketing Research process</li></ul>
<b>Chapter 4</b>	Exploratory (qualitative) research: interviews & focus groups
<b>Chapter 5</b>	Descriptive research: measures, survey design
<b>Chapter 6</b>	Casual research: Experiments
<b>Chapter 7</b>	<ul style="list-style-type: none"><li>- Sampling plan (sampling unit, sample plan, sample size)</li><li>- Data administration method (online, mail, in-person)</li></ul>
<b>2. Quantitative analysis</b>	
2.1. Introduction to data analysis	<ul style="list-style-type: none"><li>- Introduction to SPSS, data coding, data entry, descriptive analysis</li></ul>
2.2. Testing for differences	<ul style="list-style-type: none"><li>- Comparing variables</li><li>- Comparing groups</li></ul>
2.3. Testing for relationships	<ul style="list-style-type: none"><li>- Cross tabs</li><li>- Correlations</li><li>- Regression</li></ul>
<b>3. Qualitative analysis</b>	<ul style="list-style-type: none"><li>- Thematic analysis of interview transcripts</li></ul>
<b>Final marketing research report</b>	<ul style="list-style-type: none"><li>- Written report</li><li>- Oral presentations</li></ul>



### Important Dates

Date	Event
14/3/2026	Last day to drop a course
7/5/2026	Last day of classes

#### **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.

#### **CBA Competency Goals**

**LG1. Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

##### **Student Learning Objectives:**

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

**LG2. Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

##### **Student Learning Objectives:**

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

**LG3. Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

##### **Student Learning Objectives:**

- 3.1. Use data-processing tools to analyze or solve business problems.

**LG4. Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

##### **Student Learning Objectives:**

- 4.1. Identify the ethical dimensions of a business decision.



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- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

**LG5. General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

**Student Learning Objectives:**

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).