



Kuwait University
College of Business Administration
Department of Management & Marketing



Marketing Research
Course Syllabus
Dr. Abdullah A. Aldousari

Lecture Time and Location:

Contact Information:

Location :
Email :
Office :
Office Hours :
Social Media :

Teaching Assistant: N/A

Course Description:

This course addresses the use of marketing research as an aid to making marketing decisions; specifically, how the information used to make marketing decisions is gathered and analyzed.

Course Learning Outcomes:

After this course, you should:

- be able to translate a marketing problem into a feasible research question;
- appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities;
- have a general understanding of the strengths and weaknesses of alternative research designs;
- be aware of the many sources of marketing information and the various means for gathering such information;
- be more sensitive to the biases and limitations of marketing data and basic data analysis;
- have a general understanding of univariate and basic bivariate data analysis techniques (i.e., should be able to decide when a technique is appropriate and understand the managerial implications of analytical results); and
- be able to design and execute a basic survey research project.



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Required Material:

Textbook : Marketing Research, 9th edition
Published by Pearson (September 15, 2020) © 2020

Course Website : www.ALDOUSARI.net/research

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

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.

Course Outline:

- Steps to Develop Market Insights and the Expanding Role of Marketing Analytics
- Primary and Secondary Data Collection
- Gathering Data Through Questionnaires and Focus Groups
- Basics of Sample Design
- Traditional Methods of Survey Research
- Qualitative Research Techniques
- Data Analysis Methods:
- Processing and Analyzing Basic Data
- Statistical Testing for Differences and Relationships
- Presenting Analytics and Research Insights



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Grading:

Weight	Description
15 %	In class Activities
15%	Proposal
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: Check my website.

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.

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.