

SyrianArabRepublic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: Research in Marketing

### Basic Information:

Course Name	Research in Marketing
Course ID	BQM406
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
MidTerm Exam	-
Exam	75 min
Registered Sessions WorkLoad	18
Synchronized Session WorkLoad	18
CreditHours	4

### 1- Pre-Requisites:

Course	ID
Introduction to Marketing	BMN202
Microeconomics	BEC202
Data Analysis	BQM305

### 2- Course General Objectives:

The aim of this course is to provide students with the skills of marketing research, methods, methods and development in the marketing fields, so that they can benefit from them adequately and appropriately in solving marketing problems.

The theoretical framework of the course is closely related to the presentation of real practical cases by leading global companies in the marketing research process.

Therefore, the most important objectives of this course is to introduce students to the basic concepts of research as a basic tool to assist in making marketing decisions, and to explain the various steps to carry out the research with many examples and practical situations.

Explain the various marketing problems that require the use of research, preparation of final reports, research objectives, planning of research, and identification of different designs applicable to the completion of research.

Identify the different types of techniques used in data collection, both quantitative and qualitative.

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### 3- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Acquisition of marketing research skills and skills related to identify the problem of research and develop different types of hypotheses in line with the problem of research and objectives.
ILO2	Acquire sufficient knowledge in the types of designs of marketing research, whether exploratory, descriptive, or experimental and know the appropriate conditions for the use of each.
ILO3	Understand secondary data and methods of collection and evaluation
ILO4	Good understanding supported by real examples of methods of data collection whether: Qualitative Methods: Intensive interviews, focus groups, projection techniques or Quantitative Methods: questionnaire, observation, telephone, interview, e-mail
ILO5	Good identification of individual measuring instruments, comparison, and appropriate cases for the use of each type of measuring tools and the difference between them master the rules of designing the questionnaire.
ILO6	Mastering questionnaire design rules
ILO7	Deep understanding of sampling methods

### 4- Course Syllabus (18 hours of total synchronized sessions; 18 hours of total Recorded Sessions)

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- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> <li>• Definition of marketing research Process and steps of marketing research</li> <li>Marketing Research Areas</li> <li>The importance of determining the problem of research</li> <li>The process of identifying the research problem and developing the methodology</li> <li>Tasks associated with determining the search problem</li> <li>Difference between the problem (cause) and its symptoms (outcome)</li> <li>Identify the research problem</li> <li>Develop an approach to the problem</li> <li>Research questions, types of variables, types of hypotheses</li> </ul>	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO2	<ul style="list-style-type: none"> <li>• Define the design of the search</li> <li>Classification of marketing research designs</li> <li>Exploratory search</li> <li>Descriptive search</li> <li>Deductive research</li> </ul>	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> <li>• The difference between data, information and marketing knowledge</li> <li>Primary and secondary data</li> </ul>	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	

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	<p>Advantages of using secondary data</p> <p>Misuse of secondary data</p> <p>Criteria for evaluation of secondary data</p> <p>Secondary data classification:</p> <p>Marketing databases.</p>			<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> <li>Types of research depending on the type of data</li> <li>Cases of use of qualitative research</li> <li>Specific research methods</li> <li>Quantitative research</li> <li>Definition of descriptive research</li> <li>Cases of use of descriptive research</li> <li>The concept of causality.</li> <li>Experimental validity</li> <li>Types of experimental designs</li> <li>Comparison of laboratory experiments with field</li> <li>Comparison of experimental and non-experimental designs</li> <li>Experimental Designs</li> </ul>	4.5	4.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5	<p>Definition of measurement</p> <p>Reason for measuring variables</p> <p>Definition of measuring instrument</p> <p>Main types of metrics</p> <p>Measurement methods (comparative and individual)</p> <p>Multi-metric metric: Designand evaluation</p>	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	Multi-metric metric assessment				
<b>ILO6</b>	<ul style="list-style-type: none"> <li>Stages of questionnaire design:               <ul style="list-style-type: none"> <li>Identify the information to be obtained</li> <li>Determine how interviewees are interviewed</li> <li>Determine the contents of the questions</li> <li>Design questions to overcome the inability and willingness of respondents to answer</li> <li>Form and structure of questions</li> <li>Choose words of questions</li> <li>Arrange questions as appropriate</li> <li>Determine the form of the questionnaire</li> <li>Print the questionnaire</li> <li>Test questionnaire and questions</li> </ul> </li> </ul>	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
<b>ILO7</b>	<ul style="list-style-type: none"> <li>Research population</li> <li>Concept of the sample</li> <li>A census method versus samples</li> <li>Online sampling methods</li> <li>Factors influencing sample size</li> <li>Methods for determining sample size</li> </ul>	1.5	1.5	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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## 5- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	IntendedResults	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Acquisition of marketing research skills and skills related to identify the problem of research and develop different types of hypotheses in line with the problem of research and objectives.		X	X	X	X	
ILO2	Acquire sufficient knowledge in the types of designs of marketing research, whether exploratory, descriptive, or experimental and know the appropriate conditions for the use of each.		X	X	X	X	
ILO3	Understand secondary data and methods of collection and evaluation		X		X		
ILO4	Good understanding supported by real examples of methods of data collection whether: Qualitative Methods: Intensive interviews, focus groups, projection techniques or Quantitative Methods: questionnaire, observation, telephone, interview, e-mail		X	X	X	X	
ILO5	Good identification of individual measuring		X	X	X	X	

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	instruments, comparison, and appropriate cases for the use of each type of measuring tools and the difference between themmaster the rules of designing the questionnaire.						
ILO6	Mastering questionnaire design rules		X	X	X	X	
ILO7	Deep understanding of sampling methods		X		X		

## 6- Practice Tools:

Tool Name	Description

## 7- Main References

Malhotra, N. K., and Birks, D. F. (2006) **Marketing Research: An Applied Approach**. Updated Second European Edition, England: Prentice Hall.

Zikmund, W. G., Babin, B. J. Carr, J. C, and Griffin, M. (2009) **Business Research Methods**. Eighth Edition, South-Western Cengage Learning

Saunders, M., Lewis, Ph., and Thornhill, A. (2009) **Research Methods for Business Students**. Fifth Edition, England: Prentice Hall.

## 8- Additional References

Strauss, A., & Corbin, J. (1990) **Basics of Qualitative Research: Grounded Theory: Procedures and Techniques**. Newbury Park, CA: Sage.