



## **MAR-102 Marketing Research**

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### **Description:**

This course provides a fundamental understanding of marketing research methods employed by well-managed businesses. MAR-102 is broadly structured to follow the steps in the marketing research process by covering topics such as: problem definition, research design (exploratory, descriptive and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. This course emphasizes both the qualitative and quantitative aspects of marketing research.

**Textbook:** Essentials of Marketing Research 7<sup>h</sup> Ed. – Babin – ISBN: 9781337693660

### **Course objectives:**

Throughout the course, you will meet the following goals:

- Understand marketing research is and what it does for business.
- Explain how big data can be used to help businesses make better decisions.
- List the major stages of the marketing research process and the steps within each.
- Understand marketing ethics and ways that researchers can face ethical dilemmas.
- Compare, contrast, and know how to use qualitative research and quantitative research.
- Know what a survey is and how it can provide insight into explaining human behavior.

### **Contents:**

Ch 1: The Role of Marketing Research  
Ch 2: Big Data and Better Decisions  
Ch 3: The Marketing Research Process  
Ch 4: Organizational and Ethical Issues  
Ch 5: Qualitative Research Tools  
Ch 6: Secondary Data Research  
Ch 7: Survey Research  
Ch 8: Observation  
Ch 9: Conducting Marketing Experiments  
Ch 10: Measurement and Attitude Scaling  
Ch 11: Questionnaire Design

Ch 12: Sampling Designs and Procedures  
Ch 13: Describing Samples and Populations  
Ch 14: Basic Data Analysis  
Ch 15: Testing for Group Differences  
Ch 16: Communicating Research Results  
Ch 17: Advanced Data Analysis  
Ch 18: Advanced Topics in Linear Analytics  
Ch 19: Testing Hypotheses and GLM  
Ch 20: Multivariate Data Analysis  
Ch 21: Interdependent Analysis Techniques  
Ch 22: Structural Equations Modeling

### **Grading Scale**

**A = 90-100%**  
**B = 80-89.9%**  
**C = 70-79.9%**  
**F = Below 70%**

### **Grade Weighting**

**Chapter Quizzes..... 70%**  
**Final Exam ..... 30%**  
**100%**