



NORTH SOUTH UNIVERSITY

Center of Excellence in Higher Education

The first private university in Bangladesh

School of Business and Economics Department of Marketing & International Business

Course Name:	Marketing Research
Course Code & Section No:	MKT 470
Semester:	Fall 2018

INSTRUCTOR & DEPARTMENT INFORMATION

1. Instructor Name:	Md Afnan Hossain
2. Office Location	NAC 731
3. Office Hours:	Thursday & Saturday : 9:00-11:15; 4:15-6:00.
4. Email Address:	h.mdafnan@gmail.com
5. Department:	Marketing & International Business
6. Links:	North South University Website: http://www.northsouth.edu

COURSE & SECTION INFORMATION

Class Time & Location	MKT 470 (10) MW 2:40 PM - 4:10 PM (Room - NAC 619) MKT 470 (2) MW 4:20 PM - 5:50 PM (Room - NAC 306)
Course Prerequisite(s)	MKT 202, BUS 172 & BUS 173
Course Credit Hours	3:0
Course Description	This course introduces students to marketing research and provides an introduction to many of the quantitative techniques currently used in modern marketing practice. The course will familiarize students with fundamental concepts of marketing research and some of the frequently encountered research topics and techniques used in marketing practice. The topics to be covered will be in the areas of data collection and techniques of data analysis; and may include techniques used in: market segmentation and targeting; positioning and branding; pricing; product design; and advertising and promotion.
Course Objectives	<ol style="list-style-type: none">1. To introduce you to the key elements in conducting a marketing research2. To familiarize you with the elements of the marketing research process (The Six Step Process)3. To introduce you to basic quantitative analysis techniques.
Student Learning Outcomes	On successful completion of this course, the students should be able to: <ul style="list-style-type: none">• To give students an appreciation of the role that marketing research plays in decision making by marketing managers.• To equip students to find and access market research information effectively & to further develop the knowledge and practical skills for students to plan, implement and report marketing research projects.• To improve written and oral skills in communicating research findings to a range of clients.• To be able to work efficiently and effectively as part of a market research team and to be able to critically evaluate information and ideas presented by other members of the team.

LEARNING RESOURCES AND TEXTBOOK(S)

Author	Title	Edition	Publisher	ISBN
Naresh K. Malhotra	Marketing Research: An Applied Orientation	6 th	Prentice Hall	9780136085430

Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, ...)

<u>Resource Type</u>	<u>Description</u>	<u>Type</u>	<u>Comments</u>
Handouts/Internet	Information about marketing research and practices	Newspaper Articles, websites, videos, other form of articles	The instructor will provide and/or direct to the sources.

TEACHING STRATEGY (Online, classroom, computer lab blended, self-directed through CD, web-based courses and DVD,...)

The classes will be conducted through various activities including presentation of marketing research and issues, discussion and exchanges of ideas related to marketing research, student initiative and active involvement, and written assignment. Students are expected to actively involve and take initiative for their own learning experience.

ASSESSMENT STRATEGY AND GRADING SCHEME

Grading tool	Points
Attendance	5%
2 Quizzes	10%
Group Research Report	20%
Interview (individual) on Research Report	5%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	20%
Total	100%

Please Refer to NSU Student Handbook, Section: "Grading Policy"

CLASSROOM RULES OF CONDUCT

1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor.
2. Use of **cell phones** in class is not permitted.
3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link:
4. **Academic Integrity Policy:**
School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.

Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.

Please Refer to NSU Student Handbook, Sections: "Disciplinary Actions" and "Procedures and Guidelines".

CRITICAL REVIEW OF LITERATURE

Each group will submit a critical review of a literature published in the last 5 years consisting of maximum 5 pages, font – Times New Roman, font size – 12, and 1.5 spaced (hard copy and electronic copy of the review, and an electronic copy of the journal article). More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. **No late submission.**

GROUP RESEARCH PROJECTS POLICY

Each group (between 3-5 students) will submit a final report consisting of maximum 20 pages, font – Times New Roman, font size – 12, and single spaced (hard copy and soft copy). Each team will also need to make presentations/Interview during the semester about their progress of the research paper. More details about the structure, components, time and criteria for assessment of the project will be announced during the semester. **No late submission.**

EXAMS & MAKE UP POLICY

In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). **All make-up exams will be held after second mid-term and will include the syllabus of both first and second mid-term.** This is to discourage make-up exams.

Cell phones are prohibited in exam sessions.

ATTENDANCE POLICY

Students are required and expected to attend all classes and participate in class discussions. North South University mandates to fail students who are absent 25% or more from their classes, even if such absences are excusable. The one who will attend all the classes will earn full credit for the attendance.

COMMUNICATION POLICY

All communications should take place using the instructor's email. In addition, students can communicate in the class or during the instructor's office hours.

APPROPRIATE USE POLICY

All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers.

STUDENTS WITH SPECIAL NEEDS

North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.

Special Needs Section

Telephones:

Location:

Email:

Please Refer to NSU Student Handbook, Section: "Special Needs Services"

The above service is not in place now but will be developed in the near future.

STUDENTS SUPPORT AND LEARNING RESOURCES

- A. SOB-Learning Center:
- B. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.

STUDENTS COMPLAINTS POLICY

Students at North South University have the right to pursue complaints related to faculty, staff, and other students. The nature of the complaints may be either academic or non-academic. For more information about the policy and processes related to this policy, you may refer to the student handbook.

COURSE CONTENTS

Chapters to be covered during the course

Mid 1

Chapter 1 : Introduction and early phases of marketing research

Chapter 2 : Defining marketing research problem and developing an approach

Chapter 3 : Research design

Chapter 4 : Exploratory research design: Secondary Data

Chapter 5 : Exploratory research design: Qualitative Research

Mid 2

Chapter 6 : Descriptive research design: Survey and observation

Chapter 8 : Measurement and scaling: Fundamentals and comparative scaling

Chapter 9 : Measurement and scaling: Non comparative scaling

Chapter10: Questionnaire and form design

Final

Chapter11: Sampling: Design and procedures

Chapter12: Sampling: Design and procedures

Chapter13: Field work

Chapter14: Data Preparation

SPSS Workshop

Quantitative Methods (Using SPSS) - Descriptive Statistics, T-tests, ANOVA, Chi-square, Correlations, Exploratory Factor Analysis (EFA) & Regression.