



College/: Management and Technology  
 Department of: Marketing and International Business.

## SESSION PLAN

**\*Lecture**

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### COURSE PARTICULARS

#: .....EA612	Title: Marketing Research
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### SESSION PARTICULARS

#: .1.....	Introduction and Early Phases of Marketing Research	Hrs :...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
...1.....	Define marketing research and distinguish between problem identification and problem solving
...2. .	Describe framework for conducting MR as well as the six steps of the MR process
	Understand the nature and scope of MR
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#: .....EA612	Title: Marketing Research
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**SESSION PARTICULARS**

#: .2.....	Introduction to Research design formulation	Hrs: 2.....
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**LEARNING OUTCOMES / ABILITIES GAINED\***

#	Outcome Description
1.	Explain MR role in designing and implementing successful marketing programs Explain how the decision to conduct marketing research is made.
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#: .3.....	Research design objectives	Hrs: ...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1.	Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.
2.	Compare and contrast the basic research designs: exploratory, descriptive and causal
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SESSION PARTICULARS		
#: 5.....	Descriptive research design + primarily project assessment	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Explain the meaning of descriptive design The Six W's Primarily project assessment ..... ..... ..... ..... ..... ..... ..... .....

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### SESSION PARTICULARS

#:8	Measurement & Scaling	Hrs: ...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Introduce the concepts of measurement and scaling and show how scaling may be considered an extension of measurement
2	Discuss the primary scales of measurement and differentiate nominal, ordinal, interval and ratio scaling
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COURSE PARTICULARS	
#: .....EA612	Title: Marketing Research

SESSION PARTICULARS		
#:10.....	Sampling: design & procedures	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Differentiate a sample form a census and identify the conditions that favor the use of a sample versus a census
2.	Discuss the sampling design process: definition of the target population, determination of the sample frame, selection of sampling techniques, determination of sample size, and execution of the sample process
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COURSE PARTICULARS	
#: .....EA612	Title: Marketing Research

SESSION PARTICULARS		
#:.11.....	Data Collection, preparation, analysis and reporting	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Discuss the statistical approach to determining sample size based on simple random sampling and the construction of confidence intervals
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SESSION PARTICULARS		
#: 13	Title: Fieldwork	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Describe the fieldwork process and explain the selection, training and supervision of field workers, the validation of fieldwork, and the evaluation of fieldworkers
2.	Discuss the training of field workers in making the initial contact, asking the questions, probing, recording the answers and terminating interviews.
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COURSE PARTICULARS	
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SESSION PARTICULARS		
#: 14	Data preparation, Basic analysis	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Discuss the nature and scope of data preparation and the data-preparation process
2.	Explain questionnaire checking and editing, and treatment of unsatisfactory responses by returning to the field, assigning missing value, and discarding unsatisfactory responses.
.3.	Describe the guidelines for coding questionnaires, including the coding of structured and unstructured questions
4.	Describe the procedure of selecting a data analysis strategy and the factors influencing the process
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