

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

#### **SESSION PLAN**

\*Lecture

Sign

# (\* DELETE AS APPROPRIATE) COURSE PARTICULARS

#:EA6	12	Title:	Marketing Research			
		SES	SSION PARTICULARS			
		<b>3</b> _	SCICITI 7 II CITO E JANG			
#: .1	Introduction and	Early Phases of	Marketing Research	Hrs :2		
		•		<u></u>		
	Learning Outcomes / Abilities Gained*					
#			Outcome Description			
<b>1</b> D	efine marketing res	search and distir	nguish between problem identifi	cation and problem solving		
<b>2</b> D	escribe framework	for conducting	MR as well as the six steps of the	MR process		
U	nderstand the natu	re and scope of	MR			
•••						
	Prepared b			Approved by :		
	Designation			Designation		
	Name			Name		

Course Particulars



#### **SESSION PLAN**

\*Lecture

#:EA	A612	Title: Marketing Research		
		Session Particulars		
#: .2				2
		EARNING OUTCOMES / ABILITIES GA	NED*	
#		Outcome Description		
1.		n designing and implementing successive decision to conduct marketing research		
		•••••		
	•••••			• • • • • • • • • • • • • • • • • • • •
, 1	Prepared by Designation Name Sign		Appro	oved by : nation



#### **S**ESSION **P**LAN

\*Lecture

	( DELETE NOT	a i koi kiiki Lj			
		Course Partic	ULARS		
#:EA	A612	Title: Marketing Research			
		Session Partic			
		SESSION PARTIC	ULARS		
#: .3	. Research design o	bjectives		Hrs:2	
		EARNING OUTCOMES / AE	BILITIES GAI	NED*	
# 1. 2.	Define research of between explorate	Outcome D design, classify various rese ory and conclusive designs	Description earch designs s.	s, and explain the differences ratory, descriptive and causal	
I	Prepared by : Designation Name		Арр	Designation Name	
2.	between explorate Compare and core are and core	ory and conclusive designs	s. esigns: explor	ratory, descriptive and caus  oroved by:  Designation	



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

#### **S**ESSION PLAN

\*Lecture

Sign

		Course Partic	CULARS	
#:E <i>P</i>	\612	Title: Marketing Research	1	
		Session Partic	CULARS	
#: 4	Exploratory resear			Hrs:2
	L	EARNING OUTCOMES / A		NED*
#	<b>5</b> (1)	Outcome I		
1.		and scope of secondary d	ata and distin	guish secondary data from
2.	primary data Analyze the advantages and disadvantages of secondary data and their uses in the various steps of the marketing process.			
F	Prepared by : Designation Name		Аррі	roved by : Designation Name



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

#### **SESSION PLAN**

\*Lecture

Sign

#:EA6	512	Title: Marketing Research	
		Session Particulars	
#: 5	Descriptive resear	ch design + primarily project assessment	Hrs:2
		EARNING OUTCOMES / ABILITIES	GAINED*
#		Outcome Description	
7	Explain the mean The Six W's Primarily project a	ing of descriptive design	
	•••••		
Pr	repared by : Designation Name		Approved by : Designation Name



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

#### **S**ESSION PLAN

Sign

\*Lecture

(\* DELETE AS APPROPRIATE)

COURSE PARTICULARS

#:EA	EA612 Title: Marketing Research					
		Session Particulars				
#: .6	Causal research d	esign	Hrs:2			
	LEARNING OUTCOMES / ABILITIES GAINED*					
#		Outcome Descriptio	n			
1.		nich variables are the cause				
		ture of the relationship between the	causal variables and the effect to			
	be predicted					
	Prepared by	<b>y</b> :	Approved by :			
	Designation		Designation			
	Name		Name			



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

#### **SESSION PLAN**

\*Lecture

Sign

#:EA	612	Title: Marketing Research		
		Session Particu	II ARS	
#: .7	Title: 7 <sup>th</sup> week exam Hrs:			Hrs:2
	L	EARNING OUTCOMES / ABI	LITIES GAIN	IED*
#		Outcome De	scription	
1.	7th week exam			
	• • • • • • • • • • • • • • • • • • • •	•••••		•••••
	• • • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • • •		•••••
				•••••
		• • • • • • • • • • • • • • • • • • • •		
		•••••		•••••
ı I	Prepared by	<b>y</b> :		Approved by :
	Designation			Designation
	Name			Name



#### **S**ESSION PLAN

\*Lecture /

#:EA612		Title: Marketing Research	h	
		Session Parti	CULARS	
#:8	Measurement & Scaling			Hrs:2
		EARNING OUTCOMES / A	DILITIES CAINI	ED*
#			Description	EU
1	Introduce the concepts of measurement and scaling and show how scaling may be			d show how scaling may be
2	considered an extension of measurement Discuss the primary scales of measurement and differentiate nominal, ordinal, interval and ratio scaling			ate nominal, ordinal, interval
	· ·			
	Prepared by	<b>/</b> :		Approved by :
	Designation Name			Designation Name
				Sign
Sign				Olgi i



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

#### **SESSION PLAN**

\*Lecture

Sign

(\* DELETE AS APPROPRIATE)

COURSE PARTICULARS

#:EA612		Title: Marketing Research		
		CECCION DARTICIII	ADC	
		Session Particul	ARS	
#: 9	Questionnaire des	sign	Hrs:2	
	L	EARNING OUTCOMES / ABILI	TIES GAINED*	
#		Outcome Des	cription	
1.	Explain the purpose of a questionnaire and its objectives of asking questions that the respondents can and will answer, encouraging respondents, and minimizing response error			
2.	Describe the process of designing a questionnaire, the steps involved, and guidelines that must be followed at each step			
3.	Describe the observational form of data collection			
		•••••		
		•••••		
		•••••		
•••••				
	Propared by	· · · · · · · · · · · · · · · · · · ·	Approved by :	
	Prepared by	<b>y</b> .	Approved by :	
Designation Designation				



#### **S**ESSION PLAN

\*Lecture

#:EA612 Title: Marketing Research			
		Session Particu	JLARS _
#:10	Sampling: design	& procedures	Hrs:2
		EARNING OUTCOMES / ABI	ILITIES GAINED*
#		Outcome De	
1.	Differentiate a sample form a census and identify the conditions that favor the use of a		
2.	sample versus a census 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		
	-		
	Prepared by Designation Name	 <b>y</b> :	Approved by : Designation Name
Sign			Sign



#### **S**ESSION PLAN

\*Lecture

(\* DELETE AS APPROPRIATE)

#:EA	#:EA612 Title: Marketing Research		
		SESSION PARTICUL	ARS
		Section 1 Attribute	AITO
#:.11	Data Collection, p	reparation, analysis and reporting	Hrs:2
			2
		EARNING OUTCOMES / ABILI	TIES GAINED*
#		Outcome Desc	
1.		tical approach to determining s construction of confidence into	sample size based on simple random ervals
	Prepared by	<b>y</b> :	Approved by :
	Designation		Designation
	Name		Name
	Sign		Sign

Course Particulars



#### **S**ESSION **P**LAN

\*Lecture

(\* DELETE AS APPROPRIATE)

#:EA612 Title: Marketing Research				
		Session Partici	JLARS	
# 12	2 Group term project discussion Hrs:2			
	L	EARNING OUTCOMES / AB	ILITIES GAINED	)*
#		Outcome De	escription	
1.	Group term proje	ct discussion		
	Prepared by	<i>t</i> :	P	Approved by :
	Designation			Designation
	Name		N	lame
Sign			S	Sign

Course Particulars



#: .....EA612

#### **SESSION PLAN**

\*Lecture

(\* DELETE AS APPROPRIATE)

COURSE PARTICULARS

Title: Marketing Research

		SESSION P	ARTICULARS					
#: 13	Title: Fieldwork			Hrs:2				
	L	EARNING OUTCOME	S / ABILITIES GAIN	ED*				
#	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.		ng of field workers in g the answers and te	•	ontact, asking the questions,				
	Prepared by Designation Name Sign	/:		Approved by : Designation Name Sign				



#### **SESSION PLAN**

\*Lecture

(\* DELETE AS APPROPRIATE)

		OCCURSE I ARTICUL	AIN O					
#:EA612		Title: Marketing Research						
	CESSION DADEIGUI ADS							
		Session Particul	ARS					
#: 14	Data preparation,	Basic analysis	Hrs:					
,,,,,,	,		2					
	<b>'</b>							
	L	EARNING OUTCOMES / ABILI	TIES GAINED*					
#		Outcome Des	cription					
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							
.3.	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							
1	Prepared by	y:	Approved by :					
Designation		-	Designation					
	Name		Name					
	Sign		Sign					

College/: Management and Technology

Department of : Marketing and International Business .



#### **S**ESSION **P**LAN

\*Lecture

### (\* DELETE AS APPROPRIATE)

#:EA612		Title: Marketing Research		
		Cassas Diagram	4.5.0	
		Session Particul	ARS	
#: 15	Report preparatio	n and presentation		Hrs: 2
		EARNING OUTCOMES / ABILI		:D*
#	Outcome Description			
1.	Final assessment of reports			
				•••••
				•••••
				•••••
				•••••
	Dropored by			Approved by
Prepared by		<b>y</b> .		Approved by :
	Designation Name			Designation Name
				Sign
Sign				Olgi i

Course Particulars



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

#### **SESSION PLAN**

\*Lecture

COURSE PARTICULARS					
#:EA612		Title: Marketing Research			
		-			
		Session Particulars			
#:16	Title: Final exa	m	Hrs:2		
		EARNING OUTCOMES / ABILITIES GAI	NED*		
#					
1.	Final exam				
	Prepared by	<b>y</b> :	Approved by :		
	Designation		Designation		
	Name		Name		
	Sign		Sign		