



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

SESSION PLAN

*tutorial

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COURSE PARTICULARS	
#:EA612	Title: Marketing Research

SESSION PARTICULARS		
#: .1.....	Introduction and Early Phases of Marketing Research	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	An overview about the course
2	Boeing case page 3
3	Fast... Fruit case page 6
4	Project research of chapter 1
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COURSE PARTICULARS	
#:EA612	Title: Marketing Research

SESSION PARTICULARS		
#: .2.....	Introduction to Research design formulation	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Start on phase 1 of the project Each marketing research agency must have a NAME, LOGO and SLOGAN (optional). Must vote for a GROUP LEADER: Most organized and responsible. The group leader shall be required to: Filing and documentation (Group File)And Organize tasks amongst team members.
2	How "Got Milk" got sales case study page 46
3	Project research of chapter 2
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#: .3.....	Research design objectives	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Started phase 2 of the project
2	Nike study case page 67
3	Project research of chapter 3
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#: 4.....	Exploratory research design	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Caterpillar Study case page 114
2.	Project research of chapter 4
3.	Continue phase 2 of project
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#: 5.....	Descriptive research design	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Explain the difference between focus groups and projective techniques
2	Dealing with dirt study case page 163
3	Project research of chapter 5
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#: .6.....	Causal research design	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Work of table 6.2 page 195 – survey methods Assessing phase 1 and 2 of project Project research of chapter 6
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SESSION PARTICULARS

#: .7.....	Title: 7 th week exam	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	7th week revision
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SESSION PARTICULARS		
#:8	Measurement & Scaling	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
#	Explain how your project results will help the client make specific marketing decisions.

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COURSE PARTICULARS

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SESSION PARTICULARS

#: 9	Questionnaire design	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Analyze the environmental context of the problem: past information and forecasts, resources and constraints, objectives, buyers behavior, legal environment, economic environment and marketing and technological skills
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SESSION PARTICULARS

#:10.....	Sampling: design & procedures	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Introduction on SPSS
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SESSION PARTICULARS

#: 11.....	Data Collection, preparation, analysis and reporting	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Data Entry On SPSS+ Discussion and follow up on a group term project and choosing appropriate research design
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SESSION PARTICULARS

# 12	Group term project discussion	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Questionnaire formulation
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SESSION PARTICULARS		
#: 13	Title: Fieldwork	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Project assessment
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SESSION PARTICULARS

#: 14	Data preparation, Basic analysis	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Revision and summarize “the department store Patronage project”
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SESSION PARTICULARS		
#: 15	Report preparation and presentation	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Data Analysis + Revision on the final exam
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COURSE PARTICULARS

#:EA612	Title: Marketing Research
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SESSION PARTICULARS

#:16	Title: Final exam	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Final exam
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