



**SYLLABUS:
MARKETING RESEARCH – MRKT401**

COLLEGE CURRICULUM AND ASSESSMENT COMMITTEE 2023

**AUK College of Business and Economics
CBE Course Syllabus Template**

Department: Marketing

Academic Year: 2023 - 2024

Semester: Fall Spring Summer



Course Title:	Marketing Research	Course Code:	MRKT401 - 01
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Number of Credit Hours, Contact Hours, and Pre-requisites:

Credit Hours:	3
Contact Hours:	39.00 lecture hours
Pre-requisite(s) (if any):	Prereq for 300-400 Courses
Co-requisite(s) (if any):	/

Instructor's Name and Contact Information:

Name:	Dr. Fahad AlKhashti	Office No.:	A421
E-mail:	falkhashti@auk.edu.kw	Office Tel.:	1802040 / Ext: 3555
Class Time	MW 9:30-10:45pm Location: A101	Office Hours	UTR: 2-3pm MW: 12:30-2pm

AUK College of Business and Economics Mission and Values

The College of Business and Economics provides an American educational experience producing ethical, innovative, articulate, and globally agile graduates. The College of Business and Economics strives to uphold the following values: Freedom of thought, expression, and intellectual inquiry, respect for individual identity and rights, and cultural diversity, commitment to high standards of morality, integrity, and social responsibility, and adherence to high professional standards and ethics.

Catalogue Course Descriptions:

An introduction to the marketing process from a managerial perspective. Topics include: the marketing environment, customer decision-making, marketing research and information systems, segmentation and targeting, and product, price, distribution, and promotion decisions.

Degree of learning for each Program Learning Outcomes in this course: This section should appear before the course learning outcomes Write whether the PLO will be Introduced (I), Reinforced (R), or Assessed (A). See example below:

Program Learning Outcomes (PLOs)	
PLO1: Communication: Demonstrate effective English language communication skills in writing and oral presentations.	A
PLO2: Ethical behavior: Articulate ethical and professional responsibilities, recognize ethical dilemmas, and formulate ethical strategies.	R
PLO3: Critical thinking: Identify, evaluate, analyze, and solve diverse and unstructured management problems in unfamiliar settings, use, synthesize, and evaluate data/ evidence, exercise judgment, and assess risks, understand the holistic and systemic nature of the organization and its internal and external environment.	A
PLO4: Global and multi-cultural aspects of business: Understand diverse cultures; develop intercultural skills; understand global processes; and be prepared for citizenship, both local and global.	I
PLO5: Entrepreneurial behavior: Entrepreneurship is value creation, iterative learning, opportunity identification, business development, venture creation and growth. Becoming entrepreneurial is personal development, creativity, self-reliance, initiative taking, and action orientation.	R
PLO6: Technology Agility: Develop a mastery of appropriate ICT in decision-making.	R

1. Introduced: Degree of learning intended to introduce basic knowledge, facts, concept, and/or ideas that support the learning outcome. The student is often shown material for the first time and might require explicit guidance for application.
2. Reinforced: Degree of learning intended to strengthen and support the development of knowledge relevant to the learning outcome. This will further develop the skills necessary for the future optimal achievement of the learning outcome. Students will gain a full understanding of the material but still might require assistance in more challenging applications.
3. Assessed: Degree of learning intended to show achievement of the outcome. This involves the integration of all knowledge, skills, and attitudes necessary for the complete accomplishment of the outcome. Students are expected to have a full understanding of the material and can apply it independently.

Course Objectives:

- To enhance the students understanding of the marketing research industry.
- To develop skills required by the researcher and understand different applications of Marketing Research
- To explore different approaches of Marketing research
- To be able to exploit Marketing Research data for management decision-making

Course Learning Outcomes: Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)	Corresponding PLO
CLO1: Develop an appreciation for the scope of marketing research process and examine how the marketing research activity is typically organized.	PLO1, PLO2, PLO3, PLO4
CLO2: Discuss the basic steps of marketing research.	PLO1, PLO3
CLO3: Describe the research process and the interrelationships of its six steps including ethics.	PLO1, PLO3
CLO4: Design research and understand the interrelationships of the basic types of research designs.	PLO1, PLO3
CLO5: Conduct research and report the results.	PLO1, PLO3, PLO5

Course Delivery/Methodology:

For this course, we will be meeting in-person (2) days per week and material will be presented through lectures/videos/readings done either before or during class. All course material/lecture slides/readings will be posted on Moodle. The project must also be submitted through Moodle. You will be completing the following evaluations for this course: [project submitted on Turnitin, quizzes, midterm, final exam etc.]. To successfully complete this course, you must [complete readings ahead of time when directed, complete project, actively participate in class discussions, attend quizzes, midterm and final exam etc.] by the posted due dates and times.

Required Texts: Slides

Recommended Readings: Market Research in Practice: An Introduction to Gaining Greater Market Insight 4th Edition by Paul Hague

Assessments and grading:

Evaluation Type	Weight	Link to PLO
Attendance	10%	PLO2
Project <i>Project will be explained in class and submitted via Moodle.</i>	30%	PLO1, PLO3, PLO5, PLO6
Quiz 1, 2 <i>Quizzes will usually cover 2-3 chapters.</i>	20%	PLO1, PLO3, PLO4
Midterm Exam <i>Midterm will include approximately half the course content and a review session will be provided.</i>	20%	PLO1, PLO3, PLO4,
Final Exam <i>The final will be mainly focused on content after the midterm and a review session will be provided.</i>	20%	PLO1, PLO3, PLO4,
Total	100%	

Code of Academic Honesty and Integrity:

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at www.auk.edu.kw. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

Academic Support:

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center

and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: tutoringcenter@auk.edu.kw.

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: writingcenter@auk.edu.kw

Disability Accommodation:

Disability services include identifying strategies to accommodate the learning requirements of students with disabilities. The Counseling Center at AUK offers services that include personal counseling and disability services. Their mission is to support students as they overcome what inhibits their success and prepare them for lifelong learning and development. For questions regarding accommodation services, please contact the Counseling Center at Counseling@auk.edu.kw.

Attendance: Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student’s responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of “W”. Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of “FN” (failure for non-attendance).

Make-up Quizzes/Exams: Based on each individual case.

Extra Credit: N/A

Late Work: At least 10% will be deducted from late work.

Per AUK Catalogue <http://www.auk.edu.kw/Catalog/acadpolicy.html#grading> the letter of grade is assigned using the following scale (2018-2019 Catalogue):

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
100-94	93-90	89-87	86-84	83-80	79-77	76-74	73-70	69-67	66-64	63-60	59-0

Timetable of Course Content

Week	Topic	Assessment/ Due dates
1	Course Introduction (Syllabus) Chapter 1, Part 1	
2	Chapter 1, Part 2 Group Discussion	
3	Chapter 2 Group Discussion	
4	Chapter 3	Quiz 1
5	Chapter 4 Group Discussion	
6	Chapter 5 Group Discussion	
7	Chapter 6 & 7 Midterm Review	
8	Chapter 8	Midterm
9	Chapter 9 Group Discussion	
10	Chapter 10	Quiz 2
11	Chapter 11 Group Discussion Project Guidelines	
12	Chapter 12 Guest speaker	
13	Chapter 13 Quantitative analysis workshop (Jamovi)	
14	Chapter 14 Group Discussion	
15	-----	
16	-----	
17	Project Reflection (Q&A) Final Review	Project due
18		Final Exam

Teaching and learning methodologies, including any use of online instruction:

S. No	Teaching Method/Instruction	
1	Lecturers	<input checked="" type="checkbox"/>
2	Quizzes	<input checked="" type="checkbox"/>
3	Case Based Learning	<input checked="" type="checkbox"/>
4	Case analysis	<input type="checkbox"/>
5	Project	<input checked="" type="checkbox"/>
6	Seminars	<input type="checkbox"/>
7	Class participation / Reading	<input checked="" type="checkbox"/>
8	Online Discussion / Instructions	<input type="checkbox"/>
9	Guest Speaker Sessions	<input checked="" type="checkbox"/>
10	Others (specify)	<input type="checkbox"/>

Rubrics:

Project Definition	Excellent	Satisfactory	Poor
Initial project definition	Clear concept Clear project direction/plan	Clear concept Unclear project direction/plan	Unclear concept No connection to project plan
Information Gathering			
Process and Quality	Excellent information gathering process. Sources are well-referenced, varied and relevant. Information is relevant/accurate.	Information gathering is mostly relevant. Sources are correctly referenced but not varied. Information is mostly relevant but occasionally inaccurate or unclear.	Information is often inaccurate/irrelevant. Sources are unreliable, not appropriately referenced, and/or not varied.
Representation of information in the report/final product	The findings are presented very well. Relevant implications and/or recommendations are generated.	There is a good representation/summary of the information but limited or no implications and/or recommendations.	Information is poorly represented and there are no implications and/or recommendations.

Structure			
Connection to project	Clear evidence of analysis and synthesis of information. Relevant, logical recommendations/ implications. Project is well-grounded in research that is relevant to the initial concept.	Some evidence of analysis of information, but not well synthesized to produce relevant findings. Recommendations/ implications are either weak or inconsistent with the information gathered in research, or not relevant to the initial concept.	No evidence of research. Recommendations/ implications are either missing or irrelevant and incoherent.
Communication	The project's deliverable is either written or presented orally using appropriate discourse, and includes accurate use of terminology, grammar, and spelling.	The project's deliverable is generally well-written/well-presented, but includes occasional discourse and/or linguistic errors, including inaccurate use of terminology, grammar, and spelling.	The project's deliverable includes significant linguistic errors that impact on its coherence and clarity.

DISCLAIMER:

Please note that contents of this syllabus may be subject to change. In the event changes are made to this syllabus, you will be notified in class. You are responsible for reading/ familiarizing yourself with the contents of this syllabus. It is your responsibility to stay current of all changes announced in class.