

Course Syllabus

1	Course title	Marketing research	
2	Course number	1604317	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	0	
5	Program title	Marketing	
6	Program code	04	
7	Awarding institution	Jordan University	
8	School	Business	
9	Department	Marketing	
10	Course level	4 th year	
11	Year of study and semester (s)	First semester 2022-2023	
12	Other department (s) involved in teaching the course	None	
13	Main teaching language	English	
14	Delivery method	<input type="checkbox"/> xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date	14-10-2022	

17 Course Coordinator:

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Contact hours: 11-12

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**18 Other instructors:**

Name:

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Contact hours:

Name:

Office number:

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Email:

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19 Course Description:

As stated in the approved study plan.

This course aims to familiarize students with different types of research methods, , data analysis, and methods of evaluation related to marketing research. Students enrolled in this course will have both theoretical and applied knowledge of the successfully conducting a research paper.



20 Course aims and outcomes:

A- Aims:

This course will give an overview of marketing research including its steps, types and the main research designs, in addition this course aims to introduce to students the main types of sampling techniques and the types of scales and measurement used in research. In addition this course will introduce students to the steps of developing a questionnaire, its coding and design, in addition to the different analytical techniques used to analyze the data. Finally, this course aims to introduce students with the steps of writing a research paper.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

- 1- Develop an understanding of the process of conducting a scientific research
- 2- Develop an understanding of the literature review
- 3- Develop an understanding of the hypothesis development process
- 4- Develop an understanding of the different research designs
- 5- Develop an understanding and skill in conducting a qualitative research
- 6- Develop an understanding and skill in conducting a quantitative research
- 7- Develop an understanding of the main sampling techniques
- 8- Develop an understanding of how to choose appropriate scales
- 9- Acquire the skill to perform various analytical techniques

10-Acquire the skill to write a research paper

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SL O (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)
1	X		X	X		X		
2	X		X	X		X		
3	X		X	X		X		
4	X		X			X		
5	X		X			X		
6	x		X			X		
7	X		X			X		
8	X		X			X		
9	X		X		X	X		
10	x		X	X		X		

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Chapter (1) introduction to marketing research	1	Face to face	In class			
	1.2	Chapter (1) introduction to marketing research	1	Face to face	In class			
	1.3	Chapter (1) introduction to marketing research	1	Face to face	In class			
2	2.1	Chapter (2) defining the marketing research problem and developing an approach	1	Face to face	In class			
	2.2	Conducting a literature review	2	Face to face	In class			
	2.3	Theoretical framework and hypothesis development	3	Face to face	In class			
3	3.1	research design	4	Face to face	In class			

	3.2	research design	4	Face to face	In class			
	3.3	exploratory research design: secondary data	2-4	Face to face	In class			
4	4.1	exploratory research design: qualitative research	4	Face to face	In class			
	4.2	exploratory research design: qualitative research	4	Face to face	In class			
	4.3	exploratory research design: qualitative research	4	Face to face	In class			
5	5.1	Descriptive Research Design: Survey and Observation	5-6	Face to face	In class			
	5.2	Descriptive Research Design: Survey and Observation	5-6	Face to face	In class			

	5.3	Descriptive Research Design: Survey and Observation	5-6	Face to face	In class			
6	6.1	Chapter (7) Measurement and Scaling	8	Face to face	In class			
	6.2	Chapter (7) Measurement and Scaling	8	Face to face	In class			
	6.3	Chapter (7) Measurement and Scaling	8	Face to face	In class			
7	7.1	Chapter (8) Survey design	5-6	Face to face	In class			
	7.2	Chapter (8) Survey design	5-6	Face to face	In class			
	7.3	Chapter (8) Survey design	5-6	Face to face	In class			
8	8.1	Chapter (9) sampling	7	Face to face	In class			
	8.2	Chapter (9) sampling	7	Face to face	In class			
	8.3	Chapter (9) sampling	7	Face to face	In class			

9	9.1	Chapter (10) Data analysis	9	Face to face	In class			
	9.2	Chapter (10) Data analysis	9	Face to face	In class			
	9.3	Chapter (10) Data analysis	9	Face to face	In class			
10	10.1	Chapter (10) Data analysis	9	Face to face	In class			
	10.2	Chapter (10) Data analysis	9	Face to face	In class			
	10.3	Chapter (10) Data analysis	9	Face to face	In class			
11	11.1	Chapter 11 writing up	10	Face to face	In class			
	11.2	Chapter 11 writing up	10	Face to face	In class			
	11.3	Chapter 11 writing up	10	Face to face	In class			
12	12.1	Chapter 11 writing up	10	Face to face	In class			
	12.2	Chapter 11 writing up	10	Face to face	In class			
	12.3	Chapter 11 writing up	10	Face to face	In class			
13	13.1	Project presentation	1-10	Face to face	In class			
	13.2	Project presentation	1-10	Face to face	In class			
	13.3	Project presentation	1-10	Face to face	In class			

14	14.1	Project presentation	1-10	Face to face	In class			
	14.2	Project presentation	1-10	Face to face	In class			
	14.3	Project presentation	1-10	Face to face	In class			
15	15.1	Project presentation	1-10	Face to face	In class			
	15.2	Project presentation	1-10	Face to face	In class			
	15.3	Project presentation	1-10	Face to face	In class			

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm Exam	30	Chapters 1,2,3,5	1,3,5	8	In class
Final Exam	50	chapters ,7,8,9, 10,11,12,13	1-2-3-4-5-6-7	16	In class
Project presentation	10		8	14	In class
Class work and exercises	10				In class



23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

24 Course Policies:

A- Attendance policies: students must attend at least 85% of lectures

B- Absences from exams and submitting assignments on time: following JU roles and regulations

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior: following JU roles and regulations

E- Grading policy: following JU roles and regulations

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

Marketing Research, 6th edition by Malhorta

B- Recommended books, materials, and media:

Sekaran, Research methods, 2016

26 Additional information:



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Name of Course Coordinator: --zaid obeidat-----Signature: --zaidob----- - Date: ---28-6-2022-----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----