

University of Jordan
Jordan University Business School (JUBS)

Course Syllabus

1. DepartmentName:	Department of Marketing					
2. Program Name:	Masters in Marketing					
3. Program Code						
4. Course Code and Title:	-Marketing Research1604782					
5. Course credits:	3					
6. Pre-requisites:						
7. Course Instructor/ Coordinator Name and Email	DrZaidObeidat z.obeidat@ju.edu.jo					
8. Course web-page:						
9. Academic year:	2020-2021					
10. Semester:	x	First		Second		Summer
11. Textbook(s) (Make sure you have one textbook – resource materials online) <i>Marketing Research, 6th edition by Malhorta</i>						
12. References: (Make sure that the references are available in the Library and online)						
13. Other resources used (e.g. periodicals, software, eLearning, site visits, etc.):						
14. Course description (from the catalog) <i>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.</i>						

15. Course Intended Learning Outcomes: (All CILOs must start with an action verb, please use ANNEX I for getting a better understanding of the Action Verbs and Blooms Taxonomy. The mapping of the CILOs with relevance to the PILOs of the program.)											
	<i>Mapping to PILOs</i>										
CILOs (Preferred not to exceed 12 CILOs)	a	b	c	d	e	f	g	h	i	J	k
1. Develop an understanding of the process of conducting a scientific research	x		x								
2. Develop an understanding and skill in conducting a qualitative research	x		x								
3. Develop an understanding and skill in conducting a	x		x								

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<i>quantitative research</i>											
4. Develop an understanding of the main sampling techniques	x		x								
5. Develop an understanding of how to successfully conduct a literature review	x		x								
6. Develop an understanding of how to choose appropriate scales	x		x								
7. Acquire the skill to perform various analytical techniques	x		x								
8. Acquire the skill to write a research paper	x		x								

16. Course evaluation: (Formative and summative assessment methods are expected)

Assessment Type	<i>Details/ Explanation of Assessment in relation to CILOs</i>	<i>Number</i>	<i>Weight</i>	<i>Date(s)</i>
Participation				
Midterms		1	30 %	5/4/2017
Assignments				
Projects/Case Studies	Students are asked to conduct a research in an area of marketing	1	30%	25/4/2017
Final		1	40%	12/5/2017
Total			100%	

17. Description of Topics Covered(The description should be from the textbook used)

Topic Title (e.g. chapter title)	<i>Description</i>
Chapter (1) introduction to marketing research	This chapter provides an introduction into marketing research, types of research, the bases for conducting a research and an overview of the marketing research process.
Chapter (2) defining the marketing research problem and developing	This chapter reviews the process of defining the marketing research problem, how to analyze the environmental context of the problem, and how to develop and approach for examining the marketing

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<i>an approach</i>	research problem
Chapter (3)research design	This chapter examines the types and components of the research design, in addition to the types of data sources and the methods used to evaluate them.
Chapter (4)exploratory research design: secondary data	This chapter examines the process of examining the secondary sources of data in addition to how to successfully conduct a literature review.
Chapter (5)exploratory research design: qualitative research	This chapter details the rationale and process of conducting a qualitative research design, in addition to the main data collection method used for gathering qualitative data
Chapter (6)Descriptive Research Design: Survey and Observation	This chapter details the advantages and disadvantages of the quantitative data collection methods.
Chapter (8)Measurement and Scaling	This chapter Introduce the concepts of measurement and scaling in addition to Discussing the primary scales of measurement and differentiate nominal, ordinal, interval, and ratio scales. It also describe the comparative techniques and non-comparative scaling techniques
Chapter (9)Sampling: Design and Procedures	This chapter examines the basic types of sampling designs, the process of determining the sample size in addition to the sampling process.
Chapter (10) Questionnaire and Form Design	This chapter Explains the purpose of a questionnaire and its objectives. In addition to Describing the process of designing a questionnaire, the steps involved, and guidelines that must be followed at each step.
Chapter (14)Data Preparation	This chapter details the processes used for collecting data and preparing it for analysis such as coding.
Chapter (15) Frequency Distribution, Cross Tabulation, and Hypothesis Testing	This chapter details why preliminary data analysis is desirable and the insights that can be obtained from such an analysis. In addition it Explains what is meant by frequency counts and what measures are associated with such an analysis. Finally, it Describe the general procedure for hypothesis testing and the steps involved
Chapter (16) Correlation and Regression	This chapter details the techniques for conducting a correlation and regression analysis
Chapter (17) Report Preparation and Presentation	This chapter outlines the steps needed in writing and preparing the research paper, in addition to the content of each section of the paper.

18. Course Weekly Breakdown:

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<i>Week</i>	<i>Date</i>	<i>Topics covered</i>	<i>CILOs</i>	<i>Teaching Method</i>	<i>Assessment</i>
1		Chapter (1-2) introduction to marketing research, defining the marketing research problem and developing an approach	1-2-3	Lecture /in class discussions	
2		Chapter (3)research design	1-2-3	Lecture /in class discussions	
3		Chapter (4)exploratory research design: secondary data	5	Lecture /in class discussions	
4		Chapter (5)exploratory research design: qualitative research	2	Lecture /in class discussions	
5		<i>Mid-term exam</i>			Written exam
6		Chapter (6) Descriptive Research Design: Survey and Observation	3	Lecture /in class discussions	
7		Chapter (8) Measurement and Scaling	6	Lecture /in class discussions	
8		Chapter (9)Sampling: Design and Procedures	4	Lecture /in class discussions	
9		Chapter (10) Questionnaire and Form Design	1	Lecture /in class discussions	
10		Chapter (14)Data Preparation	7	Lecture /in class applications	
11		Chapter (15) Frequency Distribution, Cross Tabulation, and Hypothesis Testing	7	Lecture /in class applications	
12		Chapter (16) Correlation and Regression, <i>T</i> -tests	7	Lecture /in class applications	
13		Chapter (17) Report Preparation and Presentation	1-2-3-8	Lecture /in class applications	

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19. Others:	
	<i>Description</i>
<i>Attendance policies:</i>	Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.
<i>Absences from exams and handing in assignments on time:</i>	
<i>Health and safety procedures:</i>	
<i>Honesty policy regarding cheating, plagiarism, misbehavior:</i>	

Course Coordinator:	Dr zaid obeidat	Add your Signature
Head of Department:	Dr zaid obeidat	Add your Signature
Head of curriculum committee/ School Level:	Type the Name	Add your Signature
Dean:	Type the Name	Add your Signature
Approved by the Program Coordinator/ Head of the Department on:	Type the date: DAY/MONTH/YEAR	

<u>Copy to:</u>
<input type="checkbox"/> Head of Department
<input type="checkbox"/> Assistant dean for Development and Quality Assurance
<input type="checkbox"/> Course Portfolio