



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2963/2022/24/3/2 5/12/2022
	Number and Date of Revision or Modification	2/(10/12/2023)
	Deans Council Approval Decision Number	50/2023
	The Date of the Deans Council Approval Decision	26/12/2023
	Number of Pages	06

1.	Course Title	Marketing research
2.	Course Number	1604317
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	
5.	Program Title	Marketing
6.	Program Code	04
7.	School/ Center	Business
8.	Department	Marketing
9.	Course Level	4 th
10.	Year of Study and Semester (s)	First 2025-2026
11.	Other Department(s) Involved in Teaching the Course	-
12.	Main Learning Language	English
13.	Learning Types	<input type="checkbox"/> xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
14.	Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
15.	Issuing Date	9-10-2025
16.	Revision Date	9-10-2025

17. Course Coordinator:



Name: Prof. Zaid obeidat	Contact hours: 1-
2 Office number:	Phone number: Email:
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18. Other Instructors:

Name:
Office number:
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Email:
Contact hours:
Name:
Office number:
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Email:
Contact hours:

19. Course Description:

As stated in the approved study plan.
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.

20. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

- 1-Examine** current concepts of the Marketing role in business organizations and society, and **explain** the marketing principles in relation to the product, price, promotion and distribution functions.
- 2- Describe** the theories and concepts in the field of digital Marketing.
- 3-Identify** ethical issues in marketing context and critically **discuss** ethical reasoning to Marketing and business circumstances.
- 4-Utilize** applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.
- 5- Utilize** critical thinking and problem solving to **analyze** business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.
- 6-Apply** the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.
- 7-Appreciate** the global nature of marketing and appropriate measures to operate effectively in international settings.
- 8-Work** efficiently within teams -to accomplish marketing projects.



21. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

- 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 scientific research paper.

Course ILOs	The learning levels to be achieved					
	Remembering	Understanding	Applying	Analysing	evaluating	Creating
1		X	X			
2		X	X			
3		X	X			
4		X	X			
5		X	X			
6		X	X			
7		X	X			
8		X	X			
9	X	X	X			



10	X	x	X	X	X	X
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22. The matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program:

Program ILOs Course ILOs	ILO (1)	ILO (2)	ILO (3)	ILO (4)	ILO (5)	ILO (6)
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

23. Topic Outline and Schedule:



Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	Chapter (1) introduction to marketing research	1	Face to face	In class			Text book
	1.2	Chapter (1) introduction to marketing research	1	Face to face	In class			Text book
	1.3	Chapter (1) introduction to marketing research	1	Face to face	In class			Text book
2	2.1	Chapter (2) defining the marketing research problem and developing an approach	1	Face to face	In class			Text book
	2.2	Conducting a literature review	2	Face to face	In class			Text book
	2.3	Conducting a literature review	2	Face to face	In class			Text book



3	3.1	Theoretical framework and hypothesis development	3	Face to face	In class			Text book
	3.2	research design	4	Face to face	In class			Text book
	3.3	research design	4	Face to face	In class			Text book
4	4.1	Descriptive Research Design: Survey and Observation	5-6	Face to face	In class			Text book
	4.2	Descriptive Research Design: Survey and Observation	5-6	Face to face	In class			Text book
	4.3			Face to face	In class			Text book
5	5.1	Chapter (7) Measurement and Scaling	8	Face to face	In class			Text book
	5.2	Chapter (7) Measurement and Scaling	8	Face to face	In class			Text book



	5.3	Chapter (7) Measurement and Scaling	8	Face to face	In class			Text book
6	6.1	Chapter (8) Survey design	5-6	Face to face	In class			Text book
	6.2	Chapter (8) Survey design	5-6	Face to face	In class			Text book
	6.3	Chapter (8) Survey design	5-6	Face to face	In class			Text book
7	7.1	Chapter (9) sampling	7	Face to face	In class			Text book
	7.2	Chapter (9) sampling	7	Face to face	In class			Text book
	7.3	Chapter (9) sampling	7	Face to face	In class			Text book
8	8.1	Chapter (10) Data analysis		Face to face	In class			Text book
	8.2	Chapter (10) Data analysis		Face to face	In class			Text book
	8.3	Chapter (10) Data analysis		Face to face	In class			Text book
9	9.1	Chapter (10) Data analysis		Face to face	In class			Text book
	9.2	Chapter (10) Data analysis		Face to face	In class			Text book



	9.3	Chapter (10) Data analysis		Face to face	In class			Text book
10	10.1	Chapter (10) Data analysis		Face to face	In class			Text book
	10.2	Chapter (10) Data analysis		Face to face	In class			Text book
	10.3	Chapter (10) Data analysis		Face to face	In class			Text book
11	11.1	Chapter 11 writing up		Face to face	In class			Text book
	11.2	Chapter 11 writing up		Face to face	In class			Text book
	11.3	Chapter 11 writing up		Face to face	In class			Text book
12	12.1	Chapter 11 writing up		Face to face	In class			Text book
	12.2	Chapter 11 writing up		Face to face	In class			Text book
	12.3	Chapter 11 writing up		Face to face	In class			Text book
13	13.1	Chapter 11 writing up		Face to face	In class			Text book
	13.2	Chapter 11 writing up		Face to face	In class			Text book
	13.3	Chapter 11 writing up		Face to face	In class			Text book
14	14.1	Project presentation		Face to face	In class			Text book
	14.2	Project presentation		Face to face	In class			Text book
	14.3	Project presentation		Face to face	In class			Text book



15	15.1	Project presentation		Face to face	In class			Text book
	15.2	Project presentation		Face to face	In class			Text book
	15.3	Project presentation		Face to face	In class			Text book

24. Evaluation Methods:

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

Evaluation Activity	Mark	Topic(s)	ILO/s Linked to the Evaluation activity	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	15		8	14	In class
Class work and exercises	5				

25. Course Requirements:

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

Each student must submit a research project that details all the necessary steps of scientific research including writing an introduction, literature review, theoretical framework, research design and performing all the analytical tests using spss. In addition, students should cite and include a proper references section for all the studies included in the research project.



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26. Course Policies:

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| <p>A- Attendance policies:</p> <p>B- Absences from exams and submitting assignments on time:</p> <p>C- Health and safety procedures:</p> <p>D- Honesty policy regarding cheating, plagiarism, misbehavior:</p> <p>E- Grading policy:</p> <p>F- Available university services that support achievement in the course:</p> |
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27. References:

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| <p>A- Required book(s), assigned reading and audio-visuals:</p> <p>Marketing Research, 6th edition by Malhorta</p> <p>B- Recommended books, materials, and media: Sekaran, Research methods, 2016</p> |
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28. Additional information:

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Name of the Instructor or the Course Coordinator: Prof zaid obeidat	Signature:zaid ob.....	Date: ...9-10- 2024.....
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
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Name of the Head of Department	Signature:	Date:
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Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
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Name of the Dean or the Director	Signature:	Date:
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