

**Course Description**

**Marketing Research**

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| **Faculty of Business Administration** | | | **Department of Marketing and E-commerce** | |
| Course | **Marketing Research** | | Prerequisite: |  |
| Credit Hours:4 | Theoretical:2 | Practical:2 | Course Code: |  |

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| **Content** | | |
| The course introduces the students to the concept of marketing research (definitions, characteristics, functions, and importance). It familiarizes the students with types and scope of marketing research, and qualifies them to start studying different stages and steps of marketing research, which consists of: determining the research topic, determining the required data, methods, data preparation and analysis, and preparing the final report of the marketing research. The course includes practical application exercises that illustrate and explain the course topics.  . | | |
| **Content** | | |
| Lecture6: Methods of Data Collection  Lecture7: Methods of Treatment  Lecture8: Preparing Data  Lecture9: Data Analysis  Lecture10: Preparing the Marketing Research Report  Lecture11: Practical Framework | Lecture1: An Introduction to Marketing Research  Lecture2: Types of Marketing Research  Lecture3: Scope of Marketing Research  Lecture4: Steps of Designing a Marketing Research  Lecture5: Determining Data and its Source | |
| **References** | | |
| **English Books:**  1- Shukla, Paurav and Vantus Publishing. Marketing Research, 2008.    **كتب عربية:**  1- وهيبة، مقدم: بحوث التسويق، كلية العلوم الاقتصادية والتجارية و المالية وعلوم التسيير، جامعة عبد الحميد ابن باديس، 2019.  2- ليندة، فريحة: دروس في مقياس بحوث التسويق، كلية العلوم الاقتصادية والتجارية وعلوم التسيير، جامعة 8 ماي 1945- قالمة، 2018.  3- قرطام، وائل: بحوث التسويق النظريات العلمية والتطبيقات الإدارية، كلية التجارة، جامعة القاهرة، 2017. | | |