

Course Details

Course Title: Applied Marketing Research Course Code: MKT-422 pre-req: MKT-201

Program: BBA (Elective)

Credit Hours: 3

Course Description

This course is a practical, hands-on exploration of the tools of marketing research to help students make better management decisions. It will help students be better buyers, designers, evaluators, and users of market research. Through applied research, students gain an understanding of the required steps in designing a research study to yield relevant, timely and accurate information.

Course Objectives

The basic objective of this course is to develop the student's understanding of marketing research as it applies to marketing decision making. The course covers principles of qualitative, experimental and survey research designs, secondary and syndicated data sources, questionnaire designing, and basic analysis. The major focus will be on the tools used to properly collect market research information. Students will also be expected to carry out a marketing research project based on these principles.

Course Learning Outcomes (CLOs)

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

CLO 1: Develop effective marketing research plans aligned with business goals.

CLO 2: Apply qualitative, quantitative, and advanced analytical methods in marketing research.

CLO 3: Utilize SEO, social media, and web analytics tools for digital marketing research.

CLO 4: Analyze and interpret data to support strategic decision-making.

CLO 5: Create and present actionable research findings using visual and statistical tools.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honor course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

Required Course Material

The recommended textbook for this course is:

- Marketing research: An applied orientation 7th edition by Naresh K. Malhotra

Supplemental Material(s):

- Exploring Market Research, by Zikmund & Babin. Publisher: Cengage.
- Essentials of Marketing Research, Babin, Cengage Learning, 10th, ISBN 9781305263475.

Course Content (Weekly)

Week	Session Topic	Recommended Material
1	<ul style="list-style-type: none"> • Introduction to Marketing Research • Role of marketing research, the research process, and ethics in research. 	<p>Course Outline Sharing</p> <p>Book Chapter: Chapter 1 - Introduction to Marketing Research.</p> <p>Activity: Class discussion on how marketing research supports decision-making.</p> <p>Case Study: "Listening Begins at Home" (HBP case).</p>
2	<ul style="list-style-type: none"> • Defining the Research Problem and Developing Objectives • Importance of problem definition, steps to develop clear objectives. 	<p>Book Chapter: Chapter 2 - Defining the Marketing Research Problem and Developing an Approach.</p> <p>Activity: Group exercise on problem definition using local business scenarios.</p> <p>Case Study: "Coca-Cola India: More than Just Sugar and Fizz" (HBP case).</p> <p>Case Study: Why Gillette failed in India</p>
3	<ul style="list-style-type: none"> • Research Design • Exploratory, descriptive, and causal research designs. 	<p>Book Chapter: Chapter 3 - Research Design.</p> <p>Activity: Teams design a research plan for a hypothetical new product.</p> <p>Case Study: "Starbucks: Delivering Customer Service" (HBP case).</p>

4	<ul style="list-style-type: none"> • Secondary Data and Big Data in Marketing Research • Sources of secondary data, using big data in research. • Introduction with big data concepts, predictive analytics, and tools like Tableau or Power BI. 	<p>Book Chapter: Chapter 4 – Exploratory Research Design - Secondary Data and Packaged Information.</p> <p>Activity: Analyze secondary data from a source like Nielsen or Euromonitor.</p> <p>Case Study: MarcPoint: Strategizing with Big Data (HBP case).</p>
5	<ul style="list-style-type: none"> • Qualitative Research Techniques • Focus groups, in-depth interviews, ethnography. 	<p>Book Chapter: Chapter 5 - Exploratory Research Design - Qualitative Research.</p> <p>Activity: Conduct a mock focus group on consumer preferences for a local product.</p> <p>Case Study: " The New Science of Customer Emotions " (HBP case).</p> <p>Quiz 1</p>
6	<ul style="list-style-type: none"> • Quantitative Research Techniques • Surveys, questionnaire design, scaling techniques. 	<p>Book Chapter: Chapter 6 - Descriptive Research Design: Survey and Observation.</p> <p>Activity: Students design a survey questionnaire for a specific product or service.</p> <p>Case Study: " Cerenity Sanitizer: Marketing Research for New Product Launch " (HBP case).</p> <p>Article: Quantitative Analysis in Marketing (HBP)</p>
7	<ul style="list-style-type: none"> • Sampling Techniques • Sampling methods, determining sample size. 	<p>Book Chapter: Chapter 11 - Sampling: Design and Procedures.</p> <p>Activity: Group activity to design a sampling plan for a case study.</p> <p>Case Study: " Shodh - Market Research for Economy Housing (A)" (HBP case).</p>

		Quiz 2
8	<ul style="list-style-type: none"> • Data Collection Methods • Online vs. offline data collection, tools for data collection. 	<p>Book Chapter: Chapter 10 - Questionnaire and Form Design.</p> <p>Activity: Hands-on practice with tools like Google Forms or Qualtrics.</p> <p>Paper Review: Study on online vs. offline consumer preferences in Asia.</p>
9	Mid Term Exam	
10	<ul style="list-style-type: none"> • Data Analysis – Introduction • Descriptive statistics, hypothesis testing 	<p>Book Chapter: Chapter 14 - Data Preparation and Preliminary Analysis.</p> <p>Activity: Workshop on basic data analysis using Excel or SPSS.</p>
11	<ul style="list-style-type: none"> • Advanced Data Analysis Techniques • Regression analysis, factor analysis, cluster analysis. • Introduce clustering and sentiment analysis, leveraging big data. 	<p>Book Chapter: Chapter 17 - Correlation and Regression.</p> <p>Activity: Analyze a dataset using regression and discuss results in class.</p>
12	<ul style="list-style-type: none"> • Reporting and Presenting Research Findings • Visualizing data, effective reporting techniques. • Demonstrate marketing dashboards and their use for tracking KPIs like SEO metrics and social media engagement. 	<p>Book Chapter: Chapter 23 - Report Preparation and Presentation.</p> <p>Activity: Students create a mock research report with visual elements.</p>

13	<ul style="list-style-type: none"> • Emerging Trends in Marketing Research • AI in market segmentation, augmented reality (AR) for customer research, blockchain in consumer data privacy. 	<p>Book Chapter: Supplemental reading on emerging trends (external resources).</p> <p>Activity: Group discussion on how emerging technologies are transforming marketing research.</p> <p>Case Study: " Research: How AR Filters Impact People's Self-Image" (HBP case).</p> <p>Quiz 3</p>
14	<ul style="list-style-type: none"> • Digital Marketing Research • Social media analytics, SEO research, web analytics. 	<p>Book Chapter: Supplemental Material - Digital Marketing Research.</p> <p>Activity: Analyze social media metrics for a local brand using free online tools.</p> <p>Activity: Practical exercise on conducting an SEO audit using tools like Google Search Console or SEMrush.</p>
15	<ul style="list-style-type: none"> • Ethics in Marketing Research • Topics: Data privacy, ethical concerns, cultural sensitivity 	<p>Book Chapter: Supplemental reading on ethics in marketing research (external resources).</p> <p>Activity: Role-playing exercise on resolving ethical dilemmas in marketing research.</p>
16	Final Presentations and Course Wrap-Up	<p>Consolidation of learning, peer review.</p> <p>Activity: Students present their final group projects covering the full research process.</p> <p>Assessment: Instructor and peer evaluation of presentations.</p>
17	Final exam	