

 **Course Description**

**Marketing Research**

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

|  |
| --- |
| **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 CollectionLecture7: Methods of TreatmentLecture8: Preparing DataLecture9: Data AnalysisLecture10: Preparing the Marketing Research ReportLecture11: Practical Framework | Lecture1: An Introduction to Marketing ResearchLecture2: Types of Marketing ResearchLecture3: Scope of Marketing ResearchLecture4: 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.  |