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Professors

Name	Phone number	Office	Email
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Learning Outcomes

Upon completion of this course, students will be able to

describe the role of marketing research in the strategic planning process.

describe the six steps in the marketing research process.

define a management problem and operationalize it into a research study.

identify the strengths and weaknesses of common qualitative research methods.

utilize secondary data sources and databases for solving marketing problems.

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Notes

Exams: Students must achieve an cumulative average passing mark of 50% on all 3 exams (Mid Term 1, Mid Term 2, and Final Exam) to pass the course.

Students are expected to read the chapters and complete the assigned materials and exercises, prior to coming to class.

Professors may progress more quickly or slowly though the assigned chapters depending on complexity, discussion, current issues, and use of guest speakers.

Assignments will be graded as follows:

- AS01 – Research proposal – 10%
- AS02 – Focus group or Observation – 15%
- AS03 – Questionnaire – 10%

Late assignments will be penalized with a 20% deduction every 24 hours from the due date and time. After 5 days, the assignment is worth 0 points and will not be graded.

Assignments: Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. New teams will be assigned for each assignment. Understand that team work requires equal participation. Those team members who do not participate to the satisfaction of the professor

Course Schedule

Date

Topic

