

# KARACHI UNIVERSITY BUSINESS SCHOOL

## UNIVERSITY OF KARACHI

### Affiliated Colleges

<b>MBA – III</b>	
<b>Course Title</b>	<b>: Introduction to Marketing Research Method</b>
<b>Course Number</b>	<b>: BA (M) – 651</b>
<b>Credit Hours</b>	<b>: 03</b>

#### 1. The Nature of Marketing Research

- a) Marketing Research in Practice
- b) The Function of Marketing Research
- c) International Marketing Research
- d) The Marketing Research Department

#### 2. Marketing Information and Decision Support System

- a) Marketing Information and Decision Support System (MIS)
- b) Marketing Decision Support System (MDDS)
- c) Expert System

#### 3. Research Process and Research Design

- a) The Nature of Research of research Design
- b) Steps in Research Design Process
- c) Potential Errors Affecting Research Design

#### 4. Secondary Data

- a) The Nature of Secondary Data
- b) Internal Sources of Secondary Data
- c) External Sources of Secondary Data

#### 5. Primary Data

- a) Survey Research
- b) Telephonic Survey
- c) Mailing Survey
- d) Experimentation

## **6. Survey Research**

- a) The Nature of Survey Research
- b) Criteria for the Selection of a Survey Method
- c) Potential Errors in Survey Research

## **7. Experimentation**

- a) The Nature of Experimentation
- b) Types of Errors Affecting Experimental Results
- c) Experimental Design

## **8 Experimental Environments**

- a) Laboratory Experiments
- b) Field Experiments
- c) Test Marketing

## **9. Measurement in Marketing Research**

- a) The Concept of Measurement
- b) Scales of Measurement
- c) Components of Measurement
- d) Measurement Accuracy

## **10. Questionnaire Design**

- a) The Nature of Questionnaire
- b) Preliminary Decision
- c) Decision Regarding Question Content
- d) Decision Regarding Phrasing
- e) Decision Regarding Response Format
- f) Decision Regarding the Question Sequence
- g) Physical Characteristics of the Questionnaire
- h) Pretest

## **11. The Sampling Process**

- a) Census Versus Sample
- b) The Sampling Process
- c) Sampling Applications
- d) The Methods of Determining Sample Size

## **12. Marketing Research Reports**



- a) Preparing the Written Research Report
- b) Preparing the Oral Presentations
- c) Reading Research Reports

### **13. Ethical Issues in Marketing Research**

- a) The Nature of Ethical Issues in Marketing Research

#### **Recommended Reading**

1. “Marketing Research Measurement & Method”, Sixth Edition Written by Donald S. Tull, Del I. Hawkins
2. “Business Research Methods”

Written by William G. Zikmund, The Dryden Press, 6<sup>th</sup> Edition, 2000

