SYLLABUS

MARKETING RESEARCH
MKTG 405
(FALL Semester 2012)
THE AMERICAN UNIVERSITY IN CAIRO
School of Business
Department of Management

Instructors’ Names: Dr. Dina H. Bassiouni
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Office Hours: UW 12:30-2:00 & by appointment
Ext. number: 3374
E-mail Address: dbassiouni@aucegypt.edu
Course Prerequisites: MKTG 302
Classroom: Jameel C102
Class Time: UW 3:30–4:45

Vision of the School of Business
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

Mission of the School of Business
The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference.

Mission of the Department of Management
Our mission is to develop business leaders who are dedicated to the betterment of society by providing a high quality business education to top caliber students from all segments of Egyptian society as well as from other countries while focusing on continuous improvement and a commitment to excellence in learning, intellectual contributions and service.

In support of this mission the department:
- Provides a high quality contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
- Provides programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork
- Provides a learning environment that fosters faculty/student communication and promotes lifelong learning and career development
- Encourages faculty development activities that improve teaching, maintain competence and that keep faculty current with ideas and concepts in their field.
- Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.

Course Outline & Course Objectives
This is an introductory course in marketing research. The course aims at introducing students to the six-step framework for conducting marketing research. Part 1 provides an introduction and discussion of the Problem Definition; which is the first and foremost important step. The second
step, the **Nature and the Scope of Research**, is also presented. The third step covers **Research Designs** and describes in details such Research Designs as exploratory, descriptive, and causal research designs. The fourth step discusses the **Types of Information** commonly obtained in marketing research and the appropriate scales for obtaining such information. The fifth step, **Data Preparation and Analysis** where the basic advanced statistical techniques is highlighted. Last but not the least, **Communication of the Research Findings** through the preparation and presentation of the formal report constitutes the sixth step to be stressed.

**Competency Coverage**
In addition to the specific objectives of the course, the material & activities have been selected to aid students in their progress toward achieving the following learning goals:

1. **Ethics**: Each student will be able to define and describe ethical issues, cultural diversity and the need for socially responsible attitudes.
2. **Integrating Business Disciplines**: Each Student will be able to describe the functional areas of business as well as the internal and external environments with a special focus on the unique environment of Egyptian business, and be able to integrate this knowledge when assessing business situations.
3. **Communication**: Each student will be able to effectively communicate orally and in writing.
4. **Problem Solving**: Each student will be able demonstrate knowledge and problem-solving skills in addressing real-world business situations.

**Teaching Method:**
This course is taught through continuous interactions and class discussions. Students are encouraged to participate in class and share their knowledge/experiences. A practical approach using real life examples and case studies is utilized, and students are encouraged to critically analyze the topics and problems.

**Course Guidelines:**
- Mobile phones must be on the silent mode and not visible.
- Exam questions are not limited to the material presented in the textbook. Many questions will be drawn from class discussions, exercises, and handouts.
- There are two group assignments that help students apply course material on practical cases.
- Project guidelines are detailed in the last page of the syllabus.

**Text and Other Reading Materials**

(OR)

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm Exam 1</td>
<td>20%</td>
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<tr>
<td>Midterm Exam 2</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>10%</td>
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<tr>
<td>Group Project</td>
<td>40%</td>
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*(Progress Reports 10%; Final Presentation 15% & Final Report 15%)*
Grading Scale
A=93+; A-=90-92; B+=87-89; B=84-86; B-=80-83; C+=77-79; C=74-76; C-=70-73; 
D+=65-69; D=60-64; F=<60

Attendance
As stated in the university catalogue, “students are expected to attend class; there is no system of 
permitted absences.” Students may not normally receive credit for a course if more than three 
weeks of classes (or their equivalent in summer school) are missed. Students are also expected to be very punctual. For a complete explanation of AUC’s attendance 
policy, please the AUC 2012/2013 Catalogue.

Exams
- Midterm Exams include MCQ’s. TF’s & Short-Answer questions & problems.
- Exam questions are not limited to the material presented in the textbook. Many questions 
  will be drawn from class discussions, exercises, and handouts.
- Final Exam is a short essay exam on the project you’ve been working on during the 
  semester (open book and notes).

Group Project Description
The main purpose of the project is to learn how to conduct a real life Marketing Research project. 
The group should consist of 4-6 members. Each group will be assigned a target market to study a 
specific popular phenomenon in the Egyptian Market. Your project should demonstrate the tools 
learned throughout the course.

Group Project Deliverables

  Group names are due second week of the semester!!

Project Proposal
A video gaming company is considering approaching the Egyptian market. Due to the variety of 
games genres, the company wants to know which genre appeals the most to different age groups 
and gender in the Egyptian market. It also wants to measure whether it is feasible to approach 
females with games in the first place given that video games is more of a male oriented activity. 
This company needs guidance on what to design and for whom to ensure its profitability in the 
Egyptian Market.

1. Progress Report 1 (5-8 double-spaced pages), covering the following:
   a. Project Background/ Secondary Research (Industry analysis, Product, Brand, 
      Competition…)
   b. Management & Research Problems & Research Questions
   c. Target Market (Study Population)
   d. Research Methodology: Qualitative & Quantitative Techniques
   e. Focus Group Protocol Questions
2. Progress Report 2 (5-8 double-spaced pages), covering the following:
   a. Focus Group Analysis
   b. Questionnaire Design (Proposed Draft Survey)
   c. Sampling Plan
3. Final Report (No limit!) covering the following:
   a. Executive Summary
b. Updated Progress Report 1 information
c. Updated Progress Report 2 information
d. Sample Characteristics
e. Quantitative Data Analysis
f. Managerial Interpretation of Results
g. Strategic Marketing Recommendations (Based on Findings)

4. Final Presentation (20 minutes + Questions)

**Tips for Good Final Report**

- There is no limit for the length of the report as long as you thoroughly cover all the points. I am interested in quality not quantity.
- You should offer creative suggestions for developing the marketing mix strategies.
- Be sure to justify your recommendations on the basis of all the information you have regarding how consumers behave towards your product/service.
- Make sure to cite any reference sources you use. Remember that you cannot do a scholarly research based only on the textbook and the company’s website.
- Make sure your paper is well organized. I advise using sub-headings; they greatly help the reader. Poor grammar and typographical errors are unprofessional and unacceptable.

**Tips for Good Final Presentation**

- Part of the evaluative criteria for your presentation will be timing yourself.
- Keep eye contacts and present confidently.
- Choose the most important points for presentation (i.e. the ones that would count more in your evaluation). Be precise and focused and avoid too much talk in irrelevant issues.

**The University Academic Integrity Policy**

All students are expected to agree to and comply with the University Academic Integrity Policy which states

“Valuing the concepts of academic integrity and independent effort, the American University in Cairo expects from its students the highest standards of scholarly conduct. The University community asserts that the reputation of the institution depends on the integrity of both faculty and students in their academic pursuits, and that it is their joint responsibility to promote an atmosphere conducive to such standards.”

Detailed information about the University Academic Integrity Policy may be found in the University Catalog and on the University Web site.

**GOOD LUCK TO YOU ALL!**
# Course Schedule

N.B.: Tentative Schedule is subject to changes that will be announced

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topics to be covered</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>W</td>
<td>05-Sep</td>
<td>Chapter 1: Introduction to Marketing Research</td>
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<tr>
<td>U</td>
<td>09-Sep</td>
<td>Chapter 2: Marketing Research Problem &amp; Approach</td>
<td><em>Group names</em></td>
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<td>Chapter 3: Research Design</td>
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<td>Chapter 5: Qualitative Research</td>
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<td>Chapter 6: Survey &amp; Observation</td>
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<td>14-Oct</td>
<td>Revision Session for Exam 1</td>
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<tr>
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<td>U</td>
<td>21-Oct</td>
<td>EXAM 1 (Chap 1, 2, 3, 5 &amp; 6)</td>
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<td>W</td>
<td>24-Oct</td>
<td>Chap 8-9: Measurement &amp; Scaling</td>
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<td>U</td>
<td>04-Nov</td>
<td>Chap 10: Questionnaire &amp; Form Design</td>
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<td>11-Nov</td>
<td>Chap 11: Sampling: Decision &amp; Procedures</td>
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<td>Chapter 13: Fieldwork</td>
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<td>Data Analysis workshops</td>
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<td>U</td>
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