**course description form**

**Marketing researches**

**Course description**

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| This course description provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the student to achieve, demonstrating whether he has made maximum use of the available learning opportunities . It must be linked to the description of the program. |

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| 1. **Educational institution** | **Shatt Al-Arab University College** |
| 1. **Scientific Department / Center** | **Business Management** |
| 1. **Course name / code** | **marketing researches BA221** |
| 1. **Instructor's name** | **Dr . Zine El Abidine Jassim Mohammed** |
| 1. **Available forms of attendance** | **remote electronic** |
| 1. **season/year** | **Chapter II** |
| 1. **Number of hours of study (total)** | **30** |
| 1. **The date this description was prepared** | **28/1/2024** |
| 1. **Course objectives** | |
| **1. Providing the student with the most important principles and basics of marketing research.** | |
| **2. Introducing the importance of conducting research in general and conducting marketing research in particular.** | |

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| 1. **Course outcomes and methods of teaching, learning and assessment** |
| **A- Cognitive goals**  **A1-** **Introducing the importance of conducting research steps in general and conducting marketing research in particular.**  **A2- Getting to know the tools such as the questionnaire and the variety of samples and their size because of their great role in conducting marketing research**  **A3- Learning how to choose the appropriate type of research for the problem and the sample** |
| **B - Skills objectives of the course**  **B1 - Scientific skills**  **B2 - Skills in teaching and training students on how to use the marketing information system or databases to solve any marketing problem or make a marketing decision**  **B3 - Leadership skills** |
| **Teaching and learning methods** |
| **1- Theoretical study by giving lectures**  **2- Case study and discussion**  **3- Use the question-asking method** |
| **Evaluation methods** |
| 1. **oral exams** 2. **Monthly exams** 3. **daily exams** 4. **Student attendance and commitment** |
| **C- Emotional and moral goals**  **A- Emphasis on attending lessons on time**  **C 2- To develop the values of innovation and creativity among the students**  **C3- To develop the students’ personal and technical skills and abilities**  **C4- Creating a kind of accumulation of knowledge for the student** |
| **Teaching and learning methods** |
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| **Evaluation methods** |
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| **D - Transferred general and rehabilitative skills (other skills related to employability and personal development).**  **D1- Providing the student with marketing research skills**  **D2- Using creative thinking and innovation methods in marketing research**  **D3 - Enabling the student to face and solve marketing problems**  **D4-** |

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| 1. **Course structure** | | | | | |
| **the week** | **hours** | **Required learning outcomes** | **Unit name and/or topic** | **education method** | **Evaluation method** |
| **1** | **2** | **Student understanding of the topic** | **Basic Concepts of Marketing Information System** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **2** | **2** | **Student understanding of the topic** | **Components of a marketing information system** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **3** | **2** | **Student understanding of the topic** | **The concept, importance and objectives of the marketing research system, types and fields of marketing research** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **4** | **2** | **Student understanding of the topic** | **Those interested and practicing marketing research** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **5** | **2** | **Student understanding of the topic** | **Marketing research preparation steps** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **6** | **2** | **Student understanding of the topic** | **Primary and secondary data** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **7** | **2** | **Student understanding of the topic** | **Measuring variables in marketing research** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **8** | **2** | **Student understanding of the topic** | **Marketing research and the scientific method and methods of collecting marketing research data** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **9** | **2** | **Student understanding of the topic** | **Questionnaire and interview** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **10** | **2** | **Student understanding of the topic** | **Observation and experiment** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **11** | **2** | **Student understanding of the topic** | **Marketing research sample design and types of samples** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **12** | **2** | **Student understanding of the topic** | **Determining sample size and data tabulation methods** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **13** | **2** | **Student understanding of the topic** | **Statistical analysis of the data** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **14** | **2** | **Student understanding of the topic** | **Data documentation** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |
| **15** | **2** | **Student understanding of the topic** | **Data documentation** | **theoretical lectures**  **Case Study**  **Discuss** | **oral exams**  **and ask questions** |

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| 1. **Infrastructure** | |
| 1. **Required course books** | **Marketing research foundations and cases**  **Dr . Thamer Al Bakri** |
| 1. **Main references (sources)** | **Writing modern scientific and academic research**  **Dr.. Qusay Al Hussein**  **samples / d. Abed Al-Majid Al-Nasser and his modernist Raddam Al - Marzouq** |
| 1. **Recommended books and references (scientific journals, reports, .....)** | **Scientific journals dealing with marketing research** |
| 1. **Electronic references, websites,...** | **Internet sites for marketing research** |

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| 1. **course development plan** |
| **Adding a complementary material, which is the preparation of an integrated marketing research in a practical way** |