



Victoria University
of Bangladesh

COURSE PROFILE
SUMMER SEMESTER-2016
(MKT 438) MARKETING RESEARCH

Level of Knowledge: Advanced knowledge.

Course Intention: The objectives of the course is to attain advanced knowledge in a specialized context, demonstrating in-depth understanding of the theoretical, practical and methodological aspects of marketing and marketing research and to apply this knowledge to solve problems in new or relatively unknown environments within multidisciplinary contexts. The format of the course consists of lectures, case discussions, application exercises, projects, exams, and in- class group assignment and presentations.

Course Assessment:

Item/Activity	Marks
Work Sheet (Including Class Attendance & 2 Class Test)	25%
Assignments & Presentations	10%
Mid-term test	25%
Final examination	40%
Total	100%

Grading and Point System:

Marks obtained (out of 100)	Letter Grade		Grade Point (4 point scale)
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture no. 1 & 2	Introduction to marketing research
Lecture no. 3 & 4	Defining the marketing research problem and developing an approach
Lecture no. 5 & 6	Research design
Lecture no.7 &8	Exploratory research design: Qualitative research
Lecture no. 9 & 10	Descriptive research design: Survey and observation
Lecture no. 11 & 12	Causal research design: Experimentation
Lecture no.13	Presentation
MID TERM EXAM	
Lecture no. 14 & 15	Measurement and scaling: Fundamental and comparative scaling
Lecture no.16 & 17	Measurement and scaling: Noncomparative scaling technique
Lecture no. 18 & 19	Questionnaire and form design
Lecture no. 20 & 21	Sampling: Design and procedures
Lecture no. 22 & 23	Sampling: Final and initial sample size determination
Lecture no. 24	Presentation

Text Book:

Marketing Research – Naresh K. Malhotra

Course Instructor: Sunny Saha, Lecturer, Department of Business Administration,

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