COURSE SYLLUBUS MARKETING INFORMATION RESEARCH

Introduction

This module unit is intended to expose the trainee to the practical experiences in project planning and execution. The trainee is therefore expected to plan, gather, review and present project materials and information in accordance with given specialization

General objectives

a) By the end of the module unit, the trainee should be able:
b) Carry out a given research project
c) Carry out data collection for different types of projects
d) Carry out research and compile reports
e) Analyze and interpret project data and make conclusions based on the subject matter

TOPIC	SUB-TOPIC	T	P	TOTAL HOURS
MARKETING RESEARCH	Marketing research Role of marketing research in sales and marketing Types of marketing	4	4	8
PROBLEM IDENTIFICATION AND FORMULATION	Meaning of market research problem Identification of marketing research problem Qualities of a good marketing research problem Formulation of a marketing research problem	10	6	16
RESEARCH DESIGN	Meaning of research design Research population Sampling methods The sampling process Data collection instruments Data collection methods	6	10	16
MARKETING RESEARCH PROPOSAL	Meaning of research proposal Steps in preparation of a research proposal	4	8	12
DATA COLLECTION	Meaning of data collection Data collection process Handling data collection tools Role of research assistants in data collection	4	10	14
DATA ANALYSIS INTERPRETATION AND CONCLUSION	Meaning of data analysis Steps in data analysis Data analysis techniques Techniques of drawing conclusion	10	4	14
REPORT WRITING AND PRESENTATION	Types of reports Qualities of a good research report Components of research report Format of report presentation Writing market research report	6	10	14
SELECTED APPLICATION OF MARKETING	Role of research in market segmentation Research aspects in marketing mix	2	2	4

RESEARCH				
EMERGING TRENDS AND ISSUES IN MARKETING RESEARCH	Emerging trends and issues in marketing research Challenges posed by the emerging trends and issues Coping with challenges posed by emerging trends and issues	2	2	4