

Global Learning Semesters

Course Syllabus

Course: MBA-712 Market Research

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA 712	Market Research	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

Course Description

Plan and conduct a marketing research study.
Write a research statement and research objectives.
Explain which methods are appropriate for reaching the goals of a research project.
Use both primary and secondary sources of research data.
Explain the application of quantitative techniques and qualitative techniques.
Distinguish between random and non-random sampling techniques and explain their uses.
Design a balanced and unbiased questionnaire.
Report the findings of a marketing research study

Instructor

Dr. Mylonakis Ioannis

Course Aims and Objectives

Students develop an understanding of the theories and techniques of planning, conducting and presenting market analyses, sales and market potentials, sales forecasts, distribution and marketing cost and profit studies, and major market, product and advertising studies

Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

Evaluation and Grading

Mid-Term: 40%

Final Assignment	50%
Participation	10%

Readings and Resources

Required Textbook

Shao, Alan T. (2002). Marketing Research: An Aid to Decision Making (2nd Ed.). Cincinnati: South-Western College Publishing. ISBN 0324074506.