

**INTER AMERICAN UNIVERSITY OF PUERTO RICO  
METROPOLITAN CAMPUS  
BUSINESS FACULTY  
MASTER IN BUSINESS ADMINISTRATION  
MARKETING PROGRAM**

**SYLLABUS**

**I. GENERAL INFORMATION**

<b>Course Title</b>	:	MARKETING RESEARCH
<b>Code and Number</b>	:	BADM 6160
<b>Credits</b>	:	3
<b>Academic Term</b>	:	
<b>Instructor</b>	:	
<b>Office Location and Hours</b>	:	
<b>Office Telephone</b>	:	
<b>E-mail</b>	:	

**II. DESCRIPTION**

Application of the research process to market problems. Emphasis on analytical skills of research problems in the development of critical thinking. It includes the assessment of the potential and limitations of research methods. Prerequisite: BADM 5090.

**III. OBJECTIVES**

It is expected that upon completing the course, the student should be able to:

1. Recognize the importance of marketing research for decision making in domestic and international markets.
2. Apply ethical principles in marketing research.
3. Describe and apply the different types of research.
4. Develop the ability to identify and define the research problem.
5. Recognize the differences between qualitative and quantitative research.
6. Apply the principles of measurement and sampling.
7. Recognize data collection methods and field studies.
8. Apply statistical measures for data analysis using a statistics program.

## IV. CONTENT

- A. Overview of Marketing Research
  - 1. The role of marketing research in decision making
  - 2. Decisions based on research or intuition.
  - 3. The decision to conduct marketing research
  - 4. Marketing Information Systems
  - 5. Defining the problem or opportunity
  - 6. Ethics in marketing research
  
- B. Determining the Research Design and Sources of Information
  - 1. Research design
  - 2. Qualitative and quantitative studies
  - 3. Primary and secondary data
  - 4. Exploratory, descriptive and causal studies
  - 5. Descriptive, diagnostic and predictive functions.
  
- C. Development of the Collection Method
  - 1. Experimental studies
  - 2. Observational studies
  - 3. Survey studies
  
- D. Development of the measurement instrument
  - 1. Measurement and measurement scales
  - 2. Design of the measurement instrument
  - 3. Validation and reliability of scales
  - 4. Pilot research
  
- E. Sampling and Collection Plan
  - 1. Principles of sampling
  - 2. Random and non-random samples
  - 3. Sample size determination
  - 4. Field research
  
- F. Data Analysis and Applications
  - 1. Data processing using a statistical program (SPSS)
  - 2. Descriptive and central tendency statistics
  - 3. Graph design
  - 4. Uni-variable analysis
  - 5. Bi-variable analysis
  - 6. Contingency tables and Chi-square
  - 7. Mean contrast analysis
  - 8. ANOVA analysis
  - 9. Simple linear regression analysis
  - 10. Multiple linear regression analysis
  - 11. Factor analysis
  - 12. Cluster analysis
  - 13. Discriminant analysis

14. Presentation of findings

**V. LEARNING ACTIVITIES**

1. Conferences
2. Class discussion
3. Presentation of readings by students
4. Discussion of cases
5. Pre-test and post-test conferences
6. Presentations
7. Team works
8. Implementing a statistical program (SPSS)

**VI. EVALUATION**

This is a list of suggested types of evaluation for the course:

<b>Activities</b>	<b>Puntuation</b>	<b>%</b>
1. Test	100	33
2. Case analysis	100	33
3. Marketing research study	100	34
	<b>Total</b>	<b>100%</b>

**VII. SPECIAL NOTES**

**A. Auxiliary services or special needs**

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

**B. Honesty, fraud, and plagiarism**

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

### C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

### D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail [griverar@metro.inter.edu](mailto:griverar@metro.inter.edu).

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico ([www.inter.edu](http://www.inter.edu)).

## VIII. EDUCATIONAL RESOURCES

### Textbooks

Malhotra, N. K. (2019). *“Marketing Research”*: *An Applied Orientation*. 7 Edition, Pearson-Prentice Hall.

Burns, A & Veeck, A. (2020). *Marketing Research*, 9 Edition, Pearson.

## IX. BIBLIOGRAPHY (or REFERENCES)

[www.jp.gobierno.pr](http://www.jp.gobierno.pr) – economics information of Puerto Rico

[www.gobierno.pr/censo](http://www.gobierno.pr/censo) - census information of Puerto Rico

[www.census.gov](http://www.census.gov) – census information of EEUU

[www.stat-usa.gov](http://www.stat-usa.gov) – economics and statistical information

[www.eurostat.com](http://www.eurostat.com) – census and economics information of Europe

[www.wto.org](http://www.wto.org) – World Trade Organization

[www.imf.org](http://www.imf.org) – International Monetary Fund  
[www.salesandmarketing.com](http://www.salesandmarketing.com) - Sales and Marketing journal  
[www.adacritic.com](http://www.adacritic.com) - Advertising Critic from Creativity Magazine  
[www.marketingpower.com](http://www.marketingpower.com) - American Marketing Association  
[www.adage.com](http://www.adage.com) - Advertising Age  
[www.adweek.com](http://www.adweek.com) - Advertising Week  
[www.dictionary.com](http://www.dictionary.com) – business dictionary  
[www.acnialsen.com](http://www.acnialsen.com) – marketing research reports  
[www.mercadeoglobal.com](http://www.mercadeoglobal.com) – global marketing  
[www.elpais.com](http://www.elpais.com) – Spain newspaper  
[www.mercadeo.com](http://www.mercadeo.com) – marketing magazine  
[www.nytimes.com](http://www.nytimes.com) - New York Time  
[www.bostonherald.com](http://www.bostonherald.com) - Boston Herald  
[www.miamiherald.com](http://www.miamiherald.com) - Miami Herald  
[www.bloomberg.com](http://www.bloomberg.com) – economics news  
[www.cnn.com](http://www.cnn.com) – general news

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