

**Course Syllabus**  
**Special Summer Program 2020**

Course title	Marketing Research Planning		
Month of offering the course	July	<input type="checkbox"/>	Way of teaching
	August	X	
	F2F	<input type="checkbox"/>	
	Online (Zoom)	X	
Teaching schedule	Day of the Week:		Time:
Names of Instructor	Prof. Husain Akareem		Total No. of Classes (90min) 08
Course description	<p>[Session 01&amp; 02] Introduction to marketing research</p> <p>[Session 03 &amp; 04] The Process of Defining the Problem and Developing an Approach</p> <p>[Session 05 &amp; 06] Marketing research design decisions</p> <p>[Session 07 &amp; 08] Research paper writing</p>		
Texts (readily available for free should be chosen)	Note: This course is specially designed for the research students in the field of Marketing & Management.		
Remarks (delivery methods, pre-requisite, class outline, etc.)	Each class is designed based on discussion and class exercise. After explain a topic, student groups (each group will have 2/3 members) will be given a set of published research paper along with a research design related problem. Students will be evaluate the papers and formulate a solution for solving the problem according to the discussion.		