

SYLLABUS منهاج المادة التعليمية

Marketing research

**Domain:** Economics, management and financial sciences (D06)

**Sector :** Commercial sciences

**Specialization:** Marketing (L3)

**Semester :** 05

**University year :** 2024-2025

Presentation of the module

**Title:** Marketing Research 1

**Education unit:** basic

**Number of credits:** 04

**Coefficient:** 02

**Weekly hourly volume:** Three (03) hours

**Course (number of hours per week):** 1:30

**Directed work (number of hours per week):** 1:30

**Practical work (number of hours per week):** /

Responsible of the module

**First name, last name:** Meriem Gouri, lecturer - B-

**Email:** meriem.gouri@univ-annaba.dz @gmail.com

**Phone number :** 07 74 99 29 01

**Lesson time and location:** Monday (8:00 - 09:30) in Classroom T3

### Description of the module

#### Prerequisites:

Student is supposed to master the basics of marketing 1,2, and statistics already seen in previous years.

#### General objective:

The general objective of the module is to understand the definition of the marketing research system and to test its different types according to parameters.

Then, understand the mechanism of carrying out marketing research, from its design to the writing of the report.

#### Learning objectives:

- Adopting a scientific methodology to collect marketing data directed at solving a marketing problem, in order to facilitate decision-making for the marketing person.
- Defining the features of the marketing problem and distinguishing between the problem of marketing research and the problem of marketing decision.
- Identify data sources and appropriate methods for collecting them.
- Identify the steps of completing marketing research.

### Module content

The first chapter: general concepts about marketing research

The second chapter: the marketing information system

The third chapter: types of marketing research

The fourth chapter: Process (steps) of marketing research

The fifth chapter: sources of marketing research information

### Evaluation methods

Nature of evaluation	Score	The evaluation percentage
Exam	20	60%
Test	05	10%
Personal and group works	07	14%
Behavior	03	06%
Presence	05	10%
<b>Total</b>	<b>40</b>	<b>100%</b>

### References

#### Essential reference :

Title	Author	Publishing house/year
Etudes de marché	JL.Giannelloni & E.Vernette	Vuibert, 3é edition, Paris, France/2012

#### Support references

Title	Author	Publishing house/year
Marketing research: Text and cases	B.Wrenn, R.Stevens &D.Louden	Haworth Press Inc, New York,US/ 2002
مناهج وأساليب البحث العلمي في ميدان التسويق	علي فلاح الزعبي	دار المسيرة، عمان، الأردن 2010



## Planning

Week	Lesson content	Date
Week 01	-Making contact -Presentation of the program -Explanation the evaluation method	30/09/2024
Week 02	<b>Chapter 1</b> : General concepts	07/10/2024
Week 03	<b>Chapter 1</b> : General concepts	14/10/2024
Week 04	<b>Chapter 2</b> : The marketing information system	21/10/2024
Week 05	<b>Chapter 3</b> : Types of marketing research- Documentary research	28/10/2024
Week 06	<b>Chapter 3</b> : Types of marketing research- Quantitative research	04/11/2024
Week 07	<b>Chapter 3</b> : Types of marketing research- Qualitative research	11/11/2024
Week 08	<b>Chapter 4</b> : Process of marketing research	18/11/2024
Week 09	<b>Chapter 4</b> : Process of marketing research	25/11/2024
Week 10	<b>Chapter 5</b> : Information sources	02/12/2024
Week 11	<b>Chapter 5</b> : Information sources	09/12/2024
Week 12	<b>Test</b>	16/12/2024
Week 13	Submit evaluation marks to the students	06/01/2025
	<b>Final exam</b>	

أستاذة الأعمال الموجهة :

GOURI MERIEM قوري مريم

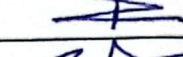


الأستاذة (ة) المحاضرة (ة) :

GOURI MERIEM قوري مريم



نحن طلبة الفوج ..... من السنة الثالثة شعبة علوم تجارية تخصص تسويق ، ، نشهد أننا اطلعنا على منهاج مادة "بحوث تسويق" و على كيفية التقييم ، و فيما يلي امضاءاتنا على ذلك :

	First name	Last name	Sign
01	Sabrina	Tennah.	
02	Nardjes	Zitouni	
03	Saida	Balkis	
04	Med lamine	Zennou	
05	ANIS	NAMAANE	
06	Adel	Slim	
07	RAMI	Bouali	
08	Bentounni	Ussen	
09	ABDELMALEK	Sidhoume	
10	Ruyen	Soltani	
11	Boualleq	chaima	
12	DJEBBAR	BOUTHFINA	
13	Ben ayad	Dorsaf	
14	Hammadi	Sofa	
15	Malek	IKRAM	
16	Guenadil	Boutheina	
17	Benteboula	Soura	
18	Chouafa	Aklem	
19	Bounouf	Ribat elkehmen	
20	Sari <del>Sack</del>	Sack	
21	Frad	Quissal	
22	Garlem	Med Elouaine	
23	Jayachi	Schreib	
24	Chenna	Aymehi Faki Eddine	
25	Bouchiba	Malek	
26	Wissal	Settou	
27			
28			