[A-3]COURSE SYLLABUS

1. Course Description (Approximately 100 words)

This is another new and practical Marketing course for two-year full-time MBA students who represent various companies of the real sector of the economy of Uzbekistan such as Railways, Airways, Chemical and oil and gas factories, logistics companies, telecommunications, mining and metallurgy, and many others. The course starts with the exploration of essential marketing concepts and then takes students into the practical area of Marketing Research.

Most companies in Uzbekistan do not have capacity to do their own Marketing Research. Therefore, they can not make effective decisions. A lot of resources are being wasted. The companies are not able to realize their full potential. As a result, consumers suffer and employees suffer. Unable to compete, many companies lay off workers.

2. Course Goals and Objectives (Approximately 100 words)

Module Aims - Summary

Explore the concept of marketing, marketing philosophies and marketing research methods in order to produce high value-added goods and services;

Outline the important stages of marketing research process and ways to turn important findings into effective decisions;

Expose the students to the marketing and marketing research practices of leading companies around the world;

Encourage the development of critical analysis.

3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

The recommended text is:

ªPrinciples of Marketingº by Professors Philip Kotler and Gary Armstrong, Pearson, 2015.

"Marketing Research: An Applied Orientation" by Professor Naresh K Malhotra, Pearson, 2009.

For more general marketing, the recommended texts are:

4. Reference

http://www.sethgodin.com/sg/ - Personal website of Seth Godin,one of the leading Marketers in the world.

Also visit Seth Godin©s blog at http://sethgodin.typepad.com/

You may also like Russian version of the blog: http://www.blogsetagodina.ru/ (posts are translated into Russian and posted regularly)

http://unstats.un.org/unsd/syb/
This website contains information published in the UN Statistical Yearbook ± some content is available free of charge.
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5. Course Requirements and Grades

Methods of Assessment
Attendance and participation - 10%
Quizzes - 10%
Midterm - 20%
Group project - 30%
Final Exam (based on a case) - 30%

More information on each component will be given separately.

6. Course Calendar

Week	Main Content
1	Introduction to the module
2	The state of Marketing and Marketing Research in Uzbekistan
3	Role of Marketing Research in effective decision making at corporate level
4	Marketing Research Problem: Problem definition (Research Proposal)
5	Design of Marketing Research: choice of tools and methods
6	Exploratory Research/Qualitative methodologies
7	Descriptive and Causal Research/Experimental Design
8	Measurement Scales/Designing proper questionnaires
9	Survey Interviewing Techniques
10	Questionnaire Design and Development
11	Research Environments
12	Ethics
13	Independent study week
14	Note: This is a tentative outline of the course and is subject to change.