

Course Title	MARKET RESEARCH
Course Code	MKT 222
Course Purpose and Objectives	The purpose of this course is to enhance students' understanding of the important role that market research plays in business transactions. Students will be taught the importance of information research provides and its use in business. Course offers to students the knowledge of tools and skills to understand what research results are portraying. Through the course students are encouraged to develop information reading skills and an understanding of the different research methods available to generate results on marketing issues.
Learning Outcomes	<ol style="list-style-type: none"> 1. Identify facts related to market research findings and use them as an advantage in business. 2. Recognize different market research skills and tools available to business 3. Describe how statistical results used to make more accurate decisions 4. Explain the different market research methods available for decision making purposes.
Course Content	<ul style="list-style-type: none"> • The role of market research • The research process • Problem definition and research objectives • Primary/secondary data sources • Basics of database development • Types of research • Accurate data • Data interpretation • Market research practical