

Marketing Research

Course Title	Marketing Research		
Course Code	MKT408B	Course Type	Marketing Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	25	1. Be capable of translating marketing phenomena into a probable research issues;
2. Asian Expertise	25	2. Be capable of designing and executing general survey;
3. Creative Management Mind	25	3. Be aware of the restrictions of marketing data and general data analysis;
4. Cross Cultural Communication	15	4. Be aware of integrating the sources of marketing information;
5. Social Responsibility	5	5. Have a broad understanding of the advantage and disadvantage of other research designs;
		6. Have a broad understanding of univariate/bivariate data analysis techniques.

Course Description

Marketing is an interesting and dynamic field. Students usually confuse with Advertising and Promotion. In this course, you will learn the nature and the scope of "principle of marketing" of which advertising and promotion are only two facets of marketing. From this course, you will have a great opportunity to think strategically about marketing in global perspectives. The most important concept of marketing for corporations is a motivation to satisfy its customers' requirements. It means that all marketing strategies are based on a corporate orientation to business that synthesize every corporate function to meet its customers' needs and wants. MKT408B addresses the use of marketing research as an instrument to making marketing decisions; especially, how the information used to generate marketing decisions is analyzed and performed. Accordingly, MKT408B is an appropriate course for students who would like to have a deeper understanding on marketing

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. There will be no printed notes, and most of the distributed material will be in the electronic form with a few exceptions. All submissions by students will also be in the electronic form through Moodle. The instructor will communicate with all students using the Moodle system and student SolBridge Domain e-mail ids. It is the student's responsibility to update their e-mail addresses and access the messages as and when necessary.

Assessment	%	Text and Materials
Attendance, Participation	10	Title: Basic Marketing Research: Integration of Social Media
Exercise	30	Edition: International 4th edition or new
Midterm Examination	30	Author(s): Naresh K. Malhotra
Final Project and Presentation (Group)	30	Publisher: 2012. Pearson International Edition (ISBN-13: 978-0-13-257018-3)

Course content by Week

1	The role of marketing research , Data mining procedures and knowledge systems
2	The marketing research process, The human side of marketing research
3	Qualitative research,
4	Secondary data research in a digital age,
5	Survey research
6	Midterm Examination
7-8	Observation, Conducting marketing experiments
9-10	Measurement and attitude scaling, Questionnaire design
11	Reviewing statistical theory, Sampling designs and procedures
12	Basic Data Analysis
13-15	Class Presentations, Review and Final Examination