
SYLLABUS

Date/ Revision	May 30, 2017
Faculty	Business and Social Sciences
Approval	Dr. Samuel Prasetya

SUBJECT : MARKETING RESEARCH

1. Identification of Subject:

Name of Subject	: Marketing Research
Code of Subject	: MKRE-4000
SKS / ECTS	: 3 SKS
Semester	: 8
Study Program	: B-AVM/IBA/MGT
Lecturer	: Wulan, MBA & Dr. Samuel Prasetya

2. Competency

After having the course, students are expected to:

- understand what is the Role of Marketing Research in Management Decision Making
- understand the Marketing Research Industry
- understand the Type of Marketing Research
- understand the Online Marketing Research
- have the ability to Collect Data
- understand the Concept of Measurement
- understand the Managing Marketing Research

3. Description of Subject:

This course brings marketing research roles in the marketing system. First, as part of the marketing intelligence feedback process, marketing research provides decision makers with data on the effectiveness of the current marketing mix and offers insights into necessary changes. Marketing research is the primary tool for exploring new opportunities in the marketplace. Segmentation research and new product research help identify the most lucrative opportunities for a firm.

4. Learning Approach

Approach	: Combination of expository - inquiry and collaborative
Method	: Discussions, questions/answers, sample problems/cases
Student Task	: Quizzes and group projects
Media	: LCD projector

5. Evaluation

- Non-attendance maximum : 25%
- Homework/Projects : 20 points
- Presentation, Simulation : 10 points
- Quiz : 10 points
- Final Examination : 60 points

Total : 100 points

6. Contents/Topics of Lecturing:

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
1	<p>The Role of Marketing Research in Management Decision Making & The Marketing Research Industry and Research Ethics</p> <ul style="list-style-type: none"> • Nature of Marketing • Marketing Research and Decision Making • Development of Marketing Research • Evolving Structure of the Marketing Research Industry • Organization Involved in Marketing Research • Consumer and Industrial Corporate Marketing • Research Departments • Research Suppliers • Using Marketing Research—A Corporate Perspective • The State of the Marketing Research Industry • Marketing Research Ethics 	Chapter 1 & 2	
2	<p>Problem Definition, Exploratory Research, and the Research Process & Secondary Data and Big Data Analytics</p> <ul style="list-style-type: none"> • Critical Importance of Correctly Defining the Problem • Research Objective As Hypotheses • Marketing Research Process • Managing the Research Process • The Marketing Research Proposal • What Motivates Decision Makers to Use Research Information? • Nature of Secondary Data • Internal Databases • Big Data Analytics • Geographic Information Systems • Decision Support Systems 	Chapter 3 & 4	
3	<p>Qualitative Research & Traditional Survey Research</p> <ul style="list-style-type: none"> • Nature of Qualitative Research • Focus Groups • Other Qualitative Methodologies • Future of Qualitative Research • Popularity of Survey Research • Types of Errors in Survey Research 	Chapter 5 & 6	

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
	<ul style="list-style-type: none"> Types of Surveys Determination of the Survey Method 		
4	<p>Online Marketing Research & Primary Data Collection: Observation</p> <ul style="list-style-type: none"> The Online World Using the Internet for Secondary Data Online Qualitative Research Online Survey Research Commercial Online Panels Mobile Internet Research The Future is Now Social Media Marketing Research Nature of Observation Research Human Observation Machine Observation Tracking Observation Research and Virtual Shopping 	Chapter 7 & 8	Quiz 1 Draft 1
5	<p>Primary Data Collection: Experimentation and Test Markets</p> <ul style="list-style-type: none"> What is an Experiment? Demonstrating Causation Experimental Setting Experimental Validity Experimental Notation Extraneous Variables Experimental Design, Treatment, and Effects Limitation of Experimental Research Selected Experimental Designs Test Markets 	Chapter 9	
6	<p>The Concept of Measurement & Using Measurement Scale to Build Marketing Effectiveness</p> <ul style="list-style-type: none"> Measurement Process Step One: Identify the Concept of Interest Step Two: Develop a Construct Step Three: Define the concept Constitutively Step Four: Define the Concept Operationally Step Five: Develop a Measurement Scale Step Six: Evaluate the Reliability and Validity of the Measurement Attitudes, Behavior, and Marketing Effectiveness Scaling Defined Attitude Measurement Scale 	Chapter 10 & 11	

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
	<ul style="list-style-type: none"> • Consideration in Selecting a Scale • Attitude Measures and Management Decision Making 		
7	Review	Chapter 1-11	Quiz 2 Draft 2
8	Semester Break: Only Make-Up Classes		
9	Questionnaire Design <ul style="list-style-type: none"> • Role of a Questionnaire • Criteria for a Good Questionnaire • Does It Solicit Information In An Unbiased Manner: Questionnaire Design Process • Impact of the Internet on Questionnaire • Development • Adapting to Mobile Device Questionnaires • Costs, Profitability, and Questionnaires 	Chapter 12	
10	Basic Sampling Issues & Sample Size Determination <ul style="list-style-type: none"> • Concept of Sampling • Developing a Sample Plan • Sampling and Non-Sampling Errors • Probability Sampling Methods • Nonprobability Sampling Methods • Internet Sampling • Determining Sample Size for Probability Sample • Normal Distribution • Population and Sample Distribution • Sampling Distribution of the Mean • Determining Sample Size • Statistical Power 	Chapter 13 & 14	
11	Data Processing and Fundamental Data Analysis <ul style="list-style-type: none"> • Overview of the Data Analysis Procedure • Step One: Validation and Editing • Step Two: Coding • Step Three: Data Entry • Step Four: Logical Cleaning of Data • Step Five: Tabulation and Statistical Analysis • Graphic Representation of Data • Descriptive Statistics 	Chapter 15	
12	Statistical Testing of Differences and Relationship <ul style="list-style-type: none"> • Evaluating Differences and Changes • Statistical Significance • Hypothesis Testing • Commonly Used Statistical Hypothesis Tests 	Chapter 16	Quiz 3 Draft 3

Week	Content / Topics of Lecturing	Text Book Chapter	Remark
	<ul style="list-style-type: none"> • Goodness of Fit • Hypotheses about One Mean • Hypotheses about Two Means • Hypotheses about Proportions • Analysis of Variance (ANOVA) • P Values and Significance Testing 		
13	Bivariate Correlation and Regression <ul style="list-style-type: none"> • Bivariate Analysis of Association • Bivariate Regression • Correlation for Metric Data: Pearson's Product-Moment Correlation 	Chapter 17	
14	Multivariate Data Analysis <ul style="list-style-type: none"> • Multivariate Analysis Procedure • Multivariate Software • Multiple Regression Analysis • Multiple Discriminant Analysis • Cluster Analysis • Factor Analysis • Conjoint Analysis • Big Data • Predictive Analysis 	Chapter 18	
15	Communicating the Research Result & Managing Marketing Research <ul style="list-style-type: none"> • The Research Report • Organizing the Report • Interpreting the Findings • Making a Presentation • Marketing Research Supplier Management • Communication • The Key Role of the Project Manager • Managing the Research Process • Managing a Marketing Research Department 	Chapter 19 & 20	Quiz 4 Draft 4
16	Semester Break: Only Make-Up Classes		
17	Final Examination	All Chapters (1-20)	

7. Book Reference:

a) Main Textbook

Carl McDaniel, Jr. and Roger Gates, Marketing Research, 10th Edition, Wiley

b) Supplement Articles

Various online journal articles