

Course Outline Course ID : MK395 (=MK313 in 2018 Curriculum)
Marketing Research for Decision Making
Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3 (3-0)

Prerequisite: MK311 Consumer Behavior and BA204 Business Statistics or equivalent

Course Description:

The course views marketing research from a marketer's perspective. Students will learn how to provide a research brief to research agencies. They will learn how to judge the quality of marketing research by understanding different types of potential research errors. The course covers the types of research designs and the process of conducting marketing research, with particular attention given to how to craft a good and relevant marketing research question. Moreover, students will be aware of the importance of marketing research and learn the necessary skills needed for a marketing research career. The content covers various research methods, including qualitative, quantitative, and mixed methods and the data interpretation of the research methods. Through a wide range of hands-on individual and group assignments, students will have an opportunity to understand different research tools and their linkages to marketing problems.

Course Objectives:

This course focuses on gathering primary data by conducting a systematic marketing research process for advanced-level undergraduate students. The objectives are:

- 1) Able to develop marketing research brief
- 2) Know different techniques to practice and manage the marketing research project used for various marketing management problems.
- 3) Understand the different methods and applications in marketing research methods
- 4) Able to design and develop efficient and effective data collection tools to provides solutions for marketing research objectives
- 5) Develop critical and systematic analysis and evaluation of the research results to support marketing management's decision-making process.

Class Time and Venue:

Date: Monday

Time: 1:00 p.m. – 4:00 PM
or Make-up class as in Tentative class schedule

Venue: Microsoft Team Code: **aflsojz**
Microsoft Team Link <http://bit.ly/MK395-BE-1-2021-MsTeam>



Instructor:

Name: Assoc. Prof. Dr. Aurathai Lertwannawit

E-mail: Aurathai@tbs.tu.ac.th

Office: Room 515 (5th Floor) Thammasat Business School Building, Thaprachan Campus

Office Hour:

Please e-mail to make an appointment. There are various methods to reach me outside of class— messages in **MS Team General Channel** (not Chat) or by **E-mail**. My preference is by e-mail. In the general case, I will respond within 24 hours. If you have not received my response during the timeframe, feel free to send a reminder e-mail. Please use **MK395-BE-1-2021-StudentID or MK395-BE-1-2021-GroupName** as subject for your e-mail.

Main Text:

- 1) Alvin C. Burns and Ronald F. Bush (2016) Marketing Research, 8th Edition, Pearson Prentice Hall, New Jersey. (or Earlier version)
- 2) Data Analysis Software - JAMOVİ: <https://www.jamovi.org/download.html>

Grading Criteria:

Class Attendant	5%
Class Participation	5%
Peer Evaluation	5%
Assignments	15%
Data Analysis (JAMOVİ Exam)	15%
Marketing Research Project Report	15%
Marketing Research Project Presentation	10%
Participation on Presentation Day	5%
Mid-Term Examination	25%
Total	100%

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	- Students behavior align with course regulation - Originality of students' assignment and project
	2. Knowledge	Expected Learning Outcomes
●	2.1 Acquire knowledge on and understand the important social and science concepts related to business management.	- Satisfaction level of students' mid- term exam score - Satisfaction level of students' assignment quality
	3. Intellectual Development	Expected Learning Outcomes
●	3.1 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	- Satisfaction level of students' assignment quality
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
●	4.1 Be creative and constructively criticize to solve problem of the team.	- Satisfaction level of students' assignment quality
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
●	5.1 Be able to utilize the information technologies or others to support the business operations.	- Satisfaction level of students' SPSS data analysis exam score

Tentative Class Schedule:

Session	Topics	Activities/Text & Materials/Media
#1: 9 AUG 21	Course Overviews An Introduction to Marketing Research	1. Lecture / 2. Class Discussion Chapter 1 + Assigned reading Chapter 2
#2: 16 AUG 21	Problem Formulation and Research Design	1. Lecture / 2. Class Discussion 3. Assign Project Chapter 3 and 4
#3: 23 AUG 21 4:30 – 7:30 PM**	Secondary Source for Marketing Research	1. Lecture / 2. Class Discussion Chapter 5
#4: 30 AUG 21 2:00 – 5:00 PM**	Qualitative Marketing Research Methodology	1. Lecture / 2. Class Discussion Chapter 6
#5: MAKEUP*** Vote the Date	Quantitative Marketing Research Methodology	1. Lecture / 2. Class Discussion Chapter 4 and 7
#6: 6 SEP 21	Data Collection Tools for Quantitative Marketing Research - Understanding Measurement and Questionnaire Development	1. Lecture / 2. Class Discussion Chapter 8
#7: 23 SEP 21	Sampling and Fieldworking	1. Lecture / 2. Class Discussion Chapter 9, 10 and 11
#8: 20 SEP 21 4:30 – 7:30 PM**	Quantitative Data Analysis Using Data Analysis Software and Scale Purification	1. Lecture / 2. Class Discussion 3. Data Analysis Practice
Mid Term Exam September 26 – October 3, 2021 – Chapter 1 - 11 (except 2)		
#9: 4 OCT 21 LAB	Basic Concepts and Test a Hypothesis for a Mean and Percentage	1. Lecture / 2. Class Discussion 3. Data Analysis Practice Chapter 12
#10: 11 OCT 21 LAB 4:30 – 7:30 PM**	Hypothesis Testing: Difference Tests	1. Lecture / 2. Class Discussion 3. Data Analysis Practice Chapter 13
#11: 18 OCT 21 LAB 2:00 – 5:00 PM**	Hypothesis Testing: Association Tests	1. Lecture / 2. Class Discussion 3. Data Analysis Practice Chapter 14
#12: 25 OCT 21 LAB	Hypothesis Testing: Regression and Multivariate Data Analysis	1. Lecture / 2. Class Discussion 3. Data Analysis Practice Chapter 15
#13: 1 NOV 21 LAB	Data Analysis Exam	DATA ANALYSIS Practice Absence = "0" for Data Analysis
#14: 8 NOV 21	Data Analysis Clinic	Project Consultation
15 NOV 21	CLASS CANCELLATION	
#15: 22 NOV 21 4:30 – 7:30 PM**	Report Presentation	Absence = "0" for presentation and participation for presentation
No Final Exam		
<u>Remark:</u> a) *, **, *** Date and time are subject to change. b) LAB means students have to arrange a desktop with installed JAMOWI software for class.		

Assignment Instruction – 15%

There are four assignments for this course. All assignments will link to the final research project. The total score for four assignments is 80, 20 score each, accounting for 15% of the total score. All group assignments and the final report are due on the day scheduled, otherwise indicated by me. Any late submission is unacceptable. And the score will be reduced by 5% from evaluated marks for the assignment.

Assignment format Instruction

- Page size : A4 size
- Font : Arial 12 Pt
- Line spacing : Single Space
- Margin : 1" for all 4 sides
- Maximum page : 10 pages + Bibliography and Appendix
- Bibliography format : APA 6th format http://www.jba.tbs.tu.ac.th/files/APA_Style.pdf
- End not Software : <https://library.tu.ac.th/academic-support/endnote>
- Submitted File type : Word and PDF files

Assignments	Due Date*	Approach	Logistics	Points
Assignment 1 Marketing Research Brief What to do: a. Form group 5 groups/class in total (maximum) b. Choose the company or interesting topic. c. Write up the assignment Content in the assignment: Team Role: Marketing department of a company or a brand or a star-up team Objective: Students can initiate marketing research requirement a. Background of Management Problem or opportunity– This section provides broad information about the current situation and marketing symptoms. b. State Marketing Management Problem or Opportunity c. Potential marketing solution (marketing strategy relevancy).	W.1 SEP (11:59 PM)	Group [Typing]	MS Team by Team representative	=20

Assignments	Due Date*	Approach	Logistics	Points
Assignment 2 Marketing Research Proposal Team Role: Marketing Research department or Marketing Research Firm Objective: Students can develop a marketing research proposal base on Marketing Research Brief from Assignment 1. Outline: A4 size. No specific title. Content to include: (No specific title.) a. Marketing Problem or Opportunity Statement b. Marketing Research Objective (s) c. Secondary Data Collection d. Qualitative Research - Research Objective (s) - link with the main objective in b. - Methodology - Data collection - Qualitative Result (Interpretation) e. Quantitative Marketing Research Design - Research Objective (s) - link with the objectives in b or extension from d. - Research Design - Methodology - Draft or structure of questionnaire (optional)	W. 6 OCT (11:59 PM)	Group [Typing]	MS Team by Team representative	=20
Assignment 3 Questionnaire Development Base on your quantitative marketing research proposal in assignment 3, develop Questionnaires What to submit a. Questionnaire - Thai or English version - You should pre-test your questionnaire with your target population before submission. b. One page summarizes the survey's research objective(s) and the target population's characteristics for the questionnaire.	W. 27 OCT (11:59 PM)	Group [Typing]	MS Team by Team representative	=20
Assignment 4 Analysis Plan Base on your quantitative marketing research and questionnaire in Assignment 3. You have to develop an analysis plan The content should be organized base on your research objectives, also in parallel with marketing implication. The structure of the analysis plan should include the following content. The structure can be adjusted base on your content. - Research questions / objectives - Qualification of your sample - Questions no. from your questionnaire for analysis (also specify scale type) - Hypotheses (If applicable) - Data Transformation (if needed) - The statistic used for analysis (to be included in the final report)	W. 10 NOV (11:59 PM)	Group [Typing]	MS Team by Team representative	=20

*Please strictly follow submission guidelines and due Date except for the further announcement.

Marketing Research Project Report and Presentation

Marketing Research project report and presentation will be developed based on four assignments.

Report and Presentation Instruction – 15% + 10% + 5% = 30%

Report Style Instruction

- Page size : A4 size
- Font size : Heading Level 1 – Arial Font 12 pt. and Bold, left align
Heading Level 2 – Arial Font 10 pt. and Bold, left align
Body Text – Arial Font 10 pt. and Regular,
For new paragraph indent by 0.5 cm and 1.5 line spacing
- Line spacing : Single Space
- Margin : 1" for all 4 sides
- Bibliography format : APA 6th format http://www.jba.tbs.tu.ac.th/files/APA_Style.pdf
- End not Software : <https://library.tu.ac.th/academic-support/endnote>
- Submitted File type : Word and PDF files
- The maximum pages : 40 pages + Bibliographies + Appendix
- Outline of Final Written Report (*no more than 40 pages inclusive*)
- The submission of your final research project **MUST** include the following elements:

Title Page

~ 1

- Research Topics
- Groups number and name
- Member list
(if you have to exclude anyone from the team, please formally informed the person)
- Subject code and name

Table of Contents

~ 1

List of Tables

~ 1

List of Figures

~ 1

I. Executive Summary

~ 1

- Origin of research, research problem, and research objectives
- Major findings
- Conclusions
- Recommendations

II. Introduction of Study

~ 2

- a. Importance of the Project
- b. The Marketing Management Decision Problems
- c. Research Questions or Objectives

III. Research Methodology (Both Qualitative and Quantitative)

~ 8

- a. Type of research design
- b. Sampling Procedure
 - Sampling Technique
 - Sample Size Determination
- c. Questionnaire Design and Development
 - Scaling Type/Technique
 - Questionnaire design
- d. Data Collection Method and Data Preparation
- e. Problems encountered during the Fieldwork Procedure

IV. Data Analysis and Results (Both Qualitative and Quantitative)

~ 15

- Methodology
- Plan of Analysis
- Results

V. Interpretation or Discussion of the Results

~ 6

VI. Managerial Implication

~ 3

**VII. Limitation, Future or Extended Research Recommendation and Conclusion
Bibliographies
Appendices**

~ 2

- Focus Group or Depth Interview Script
- Qualitative data
- Questionnaires
- Statistical Output
- Other related documents

Remarks: Do not distribute questionnaires or interview each other! In research on the sample is qualified in providing useable data

Submission Materials

1. Soft copy: e-mail to my e-mail address Aurathai@tbs.tu.ac.th by **Midnight before the Presentation Day**

- E-mail subject: MK313-BE-1-2021-TeamName (Team name = brand name or topic)
 - Report file – word and pdf files
 - PowerPoint file – word and pdf files
 - Data file – Jamovi file
 - Output – Jamovi file
 - Copy of secondary data
 - Others related documents or material used in the presentation
2. Presentation should at least contain the following content. The structure and flow of the presentation are subject to the team-designed storytelling structure.
(Professional PowerPoint presentation is required)
- Introduction and Background
 - Problem Definition, Research Questions, and Research Objectives
 - Hypothesis
 - Methods
 - Results
 - Limitations and Recommendations

Grading on Written Marketing Research Report and Oral Presentation

Your **Written Report** will be assessed based on five parts, which is allocated for each section as follows:

- | | |
|---------------------|-----------|
| a) Section I and II | 45 Points |
| b) Section III | 45 Points |
| c) Section IV | 40 Points |
| d) Section V, VI | 40 Points |
| e) Section VII | 20 Points |

The marks assigned for written clarity based on the following evaluations

- Did you communicate ideas, data, and conclusions?
- Did you write with precision, clarity, and economy?
- Did you do extraordinarily well or do more of it than is expected? (This is the realm of not just doing the research report but doing something extra. I will know it when I read it.
- If elements are missing from the paper, it is subject to mark deduction.

Each group will have 20 minutes to present and 10 minutes for Q & A. And your **Oral Presentation** will be graded based on the following criteria:

- a) Clarity:** Does the presentation easy to understand and adequately motivated by material?
- b) Coherence:** Did the presenter provide information in an ordered, logical, professional manner?
- c) Creativity:** Did the presenter generate something extra? (cannot identify, but I will know it when I see it)
- d) Use of graphic aids:** Were the figures, table, or other media aid easy to read and effectively illustrate the presenter's points?

Course Policy

- Attendance and Lateness. This course REQUIRED attendance in class. Students are asked to be in their seats and ready for the class to begin the class period. The attendance will be checked. Besides, any unexcused absences beyond THREE TIMES will result in TWO points being subtracted from your final grade for each absence thereafter. And absences beyond FIVE TIMES will not allow taking a final exam.
- Academic Dishonesty. Cheating and plagiarism will not be tolerated for examination, individual papers, or a group report. If you are caught cheating or plagiarizing in any form, you will receive an "F" failing grade for the course and be reported to the university for appropriate discipline.
- Missed exams or assignments. Attending official examination and on-time assignments and report submission are required. Suppose a student cannot take a test, examination, or complete assigned work according to the schedule. In that case, he/she should advise the lecturer in advance so that alternative schedule arrangements can be made. Last-minute failure to hand in work will result in a deduction on marks. The exception has to be proven by official or legitimate evidence only. The forged document will be subjected to FIFTEEN points being subtracted from your final grade of the course.
- No extra assignments. To create fairness environment, there are no additional assignments to improve scores or grades.

Course Requirement

- Class Preparation. Out-of-class reading preparation is necessary for the success of the individual student. Preparation can be on an individual or group basis. Preparation will enhance the in-class environment to be productive.
- Class Participation. In-class participation is required at both individual and group levels. This is a benefit for both students and lecturer. The two-way communication strategy enables fine-tuning and exchanging understanding among students and lecturer, which finally benefits the learning process.

What is participation?

- Number of the question(s) or answer(s) you throw in during the session.
- Number of times that you comment(s) during the session.
- The additional score that I clearly announced during the session.
- All have to be on an individual basis. The students mumble the answer together are not count as participation scores.
- All channels of participating based on the above activities will be included - chat in the team during the session, turn on the microphone, share the screen, presentation, etc.

Participation Etiquette

- Click "raise hand" before speak out.
- All questions and comments should contribute to the learning environment.
- Self-reporting participation record is part of the ethical metric. So, the students have to respect their classmates by reporting the correct number of your participation that you deserve.
- I reserved my right to having or not having participation activities in the class.
- You have to ensure that you have the evidence upon request.

When to report participation

- Within 24 hours after the session. I will base it on time-stamped in the MS form record.
- The participation will not be counted for the makeup session
- Self-report has to be done thru the assigned link only.

- Group Assignments and Report Submission. All group assignments and reports are due on the day scheduled, otherwise indicated by me. Any late submission is unacceptable and will be reduced by 5% from evaluated marks for the assignment/report.

- Examinations. There will be a three-hour mid-term examination. You have to attend as scheduled by the program. The exam is not compulsory. You may decide not to participate in the exam, but your final grade will be evaluated base on your final raw score at the end of the semester.
- Presentation. If your group is assigned for a presentation, all members of the group have to be attended. If you miss the presentation day, you will get only 50% of the evaluated score.

		
MS Team QR Code MK395- BE-1-2021 Microsoft Team Code af1sojz Microsoft Team Link http://bit.ly/MK395-BE-1-2021-MsTeam	JAMOVI https://www.jamovi.org/download.html	Distance Learning Tools Demo https://tu.ac.th/onlinelearning
		
Endnote Program Download TU Library https://library.tu.ac.th/th/academic-support/endnote	Online Databases TU Library https://library.tu.ac.th/online-database-a-z-	APA Style Format http://www.jba.tbs.tu.ac.th/files/APA_Style.pdf