



Course Outline

MK395 Special Topics in Marketing 1

Semester 1/2023 (August 15 - December 4, 2023)

Lecture Time: Thursday, 13.00-16.00 hours

Lecture Venue: Computer lab

Teaching Materials Platform: www.facebook.com/groups/mk395be166/

Instructor:

Name: Assoc. Prof. Dr. Surat Teerakapibal

Office Hours: Thursday, 16.00-17.00 hours

Email: suratt7@tbs.tu.ac.th

Phone: 02 613 2047

Number of Credit: 3 Credits (3-0-6)

Prerequisite: MK201 or approved by the instructor

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:

Students will:

- (1) Be familiarized with marketing information available for making marketing-related decisions
- (2) Be able to identify and select appropriate information for making a marketing-related decision
- (3) Be able to analyze marketing information to make a sound marketing-related decision and strategy

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes
●	2.1 Acquire knowledge on and understand the important concepts in business management.	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
N/A	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	2.4 Acquire the knowledge on academic advancement and professional development in	

	business management including the understanding of the situational adaptability and its impacts on business.	
	3. Intellectual Development	Expected Learning Outcomes
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign	

	languages that are relevant in doing business.	
N/A	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
●	5.4 Be able to utilize the information technologies or others to support the business operations.	

Main Text:

Lilien, G.L., Rangaswamy, A. and De Bruyn, A. Principles of Marketing Engineering.

Teerakapibal, Surat. Text Analytics for Marketing Research.

Teerakapibal, Surat. Behavioral Models for Marketing Research.

Recommended Texts & Materials

Suggested Readings:

Grading Criteria:

Term Project	40%
In Class Assignments	30%
Final Exam	20%
Peer Evaluation	10%
Total	100%

Tentative Class Schedule:

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#1:	Introduction to Marketing Research and its Evolution	• Workshop • Class Discussions
#2:	Real Marketing Research Case	• Workshop • Class Discussions
#3:	Research Question Formulation	• Workshop • Class Discussions
#4:	Samples and Sampling Techniques	• Workshop • Class Discussions

#5:	Questionnaire Designs and Other Data Sources	• Workshop • Class Discussions
#6:	Descriptive and Inferential Statistics	• Workshop • Class Discussions
#7:	Experimental Design and ANOVA	• Workshop • Class Discussions
#8:	Term Project Update	• Presentation • Class Discussions
#9:	Regression Analysis	• Workshop • Class Discussions
#10:	Demand Forecasting	• Workshop • Class Discussions
#11:	Behavioral Models	• Workshop • Class Discussions
#12:	Perceptual Mapping	• Workshop • Class Discussions
#13:	Segmentation	• Workshop • Class Discussions
#14:	Data Visualization	• Presentation • Class Discussions
#15:	Term Project Presentation	• Workshop • Class Discussions

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
<i>the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.</i>	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with "W" on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with "w" on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023

Remark * Holiday, No classes during this period
Updated: July 24, 2023