

Course Outline

MK395 : Marketing Research for Decision Making

Section: 046402 [MK318: Marketing Analytics for Decision Making]

Semester 1/2021 (August 9 – November 27, 2021)

Number of Credit: 3 (3-0)

Prerequisite: MK311 Microeconomic Theory & EE325 Introductory Econometrics
or approved by the instructor

Course Description:

Course Objectives:

Class Time and Venue:

Day: Tuesday

Time: 2 PM – 5 PM

Venue: Remote classes via [TBA]

Instructor:

Name: Asst. Prof. Dr.Surat Teerakapibal

Office Hours:

Email:

Phone:

Main Text:

Recommended Texts & Materials

Suggested Readings:

Grading Criteria:

Expected Learning Outcomes:

Tentative Class Schedule:

Session	Topics	Activities/Text & Materials/Media
#1	Introduction to Marketing Information Systems	
#2	Statistics Reviews	
#3	Regression Analysis	
#4	Advanced Regression Analysis	
#5	Factor Analysis	
#6	Cluster Analysis	
#7	Discriminant Analysis	
#8	Perceptual Mapping	
Mid Term Exam September 27, 2021		
#9	Customer Lifetime Value	
#10	Demand Forecasting	
#11	Case Study I	
#12	Case Study II	
#13	Case Study III	
#14	Case Study IV	
#15	Term Project Presentation	