

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 & BA204: Business Statistics OR equivalent OR ST216: Statistic for Social Science 1

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

Venue: Microsoft Team Code: **TBA**

Microsoft Team Link: **TBA**

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
Final Exam		
Remark: a) *, **, *** Date and time are subject to change. b) LAB means students have to arrange a desktop with installed JAMOWI software for class.		