Course Outline

# Course Title:

Market Research and Product Planning

# Course Description:

Market Research and Product Planning is a course designed for 3rd Year Creative Product Design students who are interested in learning how to conduct market research and develop effective product plans. In this course, students will learn the importance of market research in the product design process and how it can help them create products that meet the needs of their target audience.  
  
The course will cover various research methods, including surveys, focus groups, and interviews, and students will learn how to analyze and interpret data to identify market trends and consumer preferences. They will also learn how to use this information to develop product plans that align with market demands and meet the needs of their target audience.  
  
Throughout the course, students will work on individual and group projects that will allow them to apply the concepts and techniques they have learned. They will also have the opportunity to collaborate with industry professionals and gain real-world experience in market research and product planning.  
  
By the end of the course, students will have a solid understanding of market research and product planning and will be able to apply these skills to their future product design projects. They will also have a portfolio of work that demonstrates their ability to conduct market research and develop effective product plans.

# Instructor Name:

Jun Albert Pardillo

# Credit Units:

3

# Target Students:

3rd Year Creative Product Design Students

# Total Hours:

54

# Class Hours per Week:

3

# Course Topics:

## Introduction to Market Research (3 Hours)

Overview of market research in product design. Introduction to research methods and their importance.

## Research Methods (12 Hours)

Detailed exploration of surveys, focus groups, and interviews. Techniques for conducting effective research.

## Data Analysis and Interpretation (12 Hours)

Techniques for analyzing research data. Identifying market trends and consumer preferences.

## Product Planning and Development (15 Hours)

Using research to inform product planning. Aligning products with market demands.

## Project and Portfolio Development (12 Hours)

Application of course concepts through individual and group projects. Collaboration with industry professionals.