# Course Outline

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| **Course title: Market Research and Product Planning** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## 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.

## Course Learning Outcomes (CLOs)

* Understand and apply various market research methodologies relevant to product design.
* Analyze and interpret market data to identify trends and consumer preferences.
* Develop comprehensive product plans that align with market demands and target audience needs.
* Collaborate effectively with industry professionals in market research and product planning projects.
* Create a portfolio showcasing their ability to conduct market research and develop effective product plans.

## Topics / Modules and Intended Learning Outcomes

1. Introduction to Market Research in Product Design

* Explain the role and importance of market research in the product design process.
* Identify the different types of market research methodologies and their applications in product design.

1. Conducting Surveys and Analyzing Survey Data

* Design effective surveys for gathering data relevant to product design.
* Analyze survey data to extract meaningful insights for product development.

1. Utilizing Focus Groups in Product Design

* Plan and conduct focus groups to gather qualitative data on consumer preferences.
* Interpret focus group findings to inform product design decisions.

1. Interview Techniques for Market Research

* Develop effective interview guides tailored for market research in product design.
* Analyze interview data to uncover insights into consumer needs and preferences.

1. Developing Product Plans Based on Market Research

* Use market research data to develop product concepts that meet consumer needs.
* Create detailed product plans that align with identified market trends and consumer preferences.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Introduction to Market Research in Product Design** | Lecture on the importance of market research in product design. Introduction to various market research methodologies. | Students will write a reflection on the importance of market research in product design. | Reflection paper grading rubric |
| Week 2 | **Introduction to Market Research in Product Design** | Group discussion on different types of market research methodologies and their applications in product design. | Groups will present a summary of their discussion, highlighting the pros and cons of each methodology. | Presentation grading rubric |
| Week 3-4 | **Conducting Surveys and Analyzing Survey Data** | Workshop on designing effective surveys. Analysis of sample survey data. | Individual survey project design and data analysis report. | Project report grading rubric |
| Week 5-6 | **Utilizing Focus Groups in Product Design** | Practical sessions on planning and conducting focus groups. Analysis of focus group data. | Group project on conducting a focus group, including planning, execution, and data analysis. | Group project grading rubric |
| Week 7-8 | **Interview Techniques for Market Research** | Interactive sessions on developing effective interview guides and conducting interviews. Analysis of interview data. | Individual assignment on conducting an interview with a consumer, including guide preparation, execution, and data analysis. | Assignment grading rubric |
| Week 9-17 | **Developing Product Plans Based on Market Research** | Series of lectures, workshops, and group projects on using market research data to develop product concepts and detailed product plans. | Final group project on developing a comprehensive product plan based on market research. | Final project grading rubric |
| Week 18 | **Course Wrap-up and Portfolio Presentation** | Students will present their portfolios showcasing their ability to conduct market research and develop effective product plans. Course review and feedback session. | Portfolio presentation and course feedback. | Portfolio grading rubric, Course feedback form |

## References

*Malhotra, N. K. (2010). Marketing Research: An Applied Orientation (6th ed.). Pearson Education.*  
Link:

*Fowler, F. J. (2013). Survey Research Methods (5th ed.). SAGE Publications.*  
Link:

*Krueger, R. A., & Casey, M. A. (2014). Focus Groups: A Practical Guide for Applied Research (5th ed.). SAGE Publications.*  
Link:

*Rubin, H. J., & Rubin, I. S. (2011). Qualitative Interviewing: The Art of Hearing Data (3rd ed.). SAGE Publications.*  
Link:

*Ulrich, K. T., & Eppinger, S. D. (2015). Product Design and Development (6th ed.). McGraw-Hill Education.*  
Link: