# Course Outline

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| **Course title: Marketing Research** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## Course Description:

Marketing Research is a course designed for 3rd Year International Business Students who are interested in understanding the importance of research in marketing. This course will provide students with an in-depth understanding of the marketing research process, including the various methods and techniques used to gather and analyze data.  
  
Throughout the course, students will learn how to design and conduct research studies, collect and analyze data, and interpret and present findings. They will also gain an understanding of the different types of research methods, such as surveys, focus groups, and experiments, and how to choose the appropriate method for a given research question.  
  
In addition, students will explore the role of marketing research in decision-making, including how to use research findings to develop effective marketing strategies and tactics. They will also learn about ethical considerations in marketing research, such as protecting the privacy of research participants and ensuring the accuracy and reliability of data.  
  
By the end of the course, students will have a solid understanding of the marketing research process and its importance in developing successful marketing strategies. They will be equipped with the skills and knowledge needed to design and conduct research studies, analyze data, and present findings in a clear and concise manner. This course will prepare students for careers in marketing research, as well as other areas of marketing and business where research skills are essential.

## Course Learning Outcomes (CLOs)

* Understand the fundamental principles and importance of marketing research in the development of marketing strategy and decision-making.
* Develop the ability to design, conduct, and analyze marketing research projects using various methods and techniques.
* Gain proficiency in collecting, analyzing, and interpreting data, and in presenting research findings effectively.
* Evaluate the ethical considerations in marketing research and apply ethical principles in research practices.

## Topics / Modules and Intended Learning Outcomes

1. Introduction to Marketing Research

* Define marketing research and differentiate between market research and marketing research.
* Understand the role and importance of marketing research in strategic decision-making.

1. Marketing Research Methods

* Identify and describe various marketing research methods, including qualitative and quantitative approaches.
* Evaluate the appropriateness of different research methods for specific marketing research questions.

1. Data Collection Techniques in Marketing Research

* Understand various data collection techniques and their application in marketing research.
* Assess the strengths and limitations of different data collection methods, including online questionnaires and qualitative techniques.

1. Analyzing and Interpreting Data in Marketing Research

* Develop the skills to analyze data using various techniques and software tools.
* Interpret research findings and understand their implications for marketing strategy and decision-making.

1. Ethical Considerations in Marketing Research

* Identify and understand ethical issues in marketing research.
* Apply ethical principles in the design, conduct, and reporting of marketing research.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Introduction to Marketing Research** | Lecture on the basics of marketing research and its distinction from market research. | Students will write a reflective essay on the importance of marketing research in strategic decision-making. | Reflective essay assessment rubric |
| Week 2 | **Marketing Research Methods** | Interactive workshop on identifying and describing various marketing research methods. | Students will create a comparison chart of qualitative and quantitative research methods. | Comparison chart evaluation criteria |
| Weeks 3-4 | **Data Collection Techniques in Marketing Research** | Group project to design an online questionnaire and conduct a mini-survey. | Presentation of the survey design and preliminary findings. | Project presentation rubric |
| Weeks 5-7 | **Analyzing and Interpreting Data in Marketing Research** | Hands-on sessions on data analysis using software tools and interpreting the results. | Students will submit a report analyzing the data collected from their mini-survey. | Data analysis report rubric |
| Week 8 | **Ethical Considerations in Marketing Research** | Discussion and case study analysis on ethical dilemmas in marketing research. | Students will write a case study analysis report focusing on ethical considerations. | Case study analysis rubric |
| Week 9-18 | **Application and Integration** | Capstone project where students design, conduct, and analyze a comprehensive marketing research study. | Final presentation of the marketing research study and submission of a detailed report. | Capstone project presentation and report evaluation rubric |

## References

*Malhotra, N.K., Nunan, D., & Birks, D.F. (2020). Marketing research.*  
Link: https://books.google.com/books?hl=en&lr=&id=r-ksEAAAQBAJ&oi=fnd&pg=PT22

*Musayeva, S. (2022). Description of modern marketing research methods in the market economy.*  
Link: https://cyberleninka.ru/article/n/description-of-modern-marketing-research-methods-in-the-market-economy

*Ha, M.T. (2022). Data collection using online questionnaires in marketing.*  
Link: https://www.researchgate.net/profile/Minh-Tri-Ha/publication/359246347\_Data\_Collection\_Using\_Online\_Questionnaires\_in\_Marketing/links/623c198b3818892e0a6c9b3a/Data-Collection-Using-Online-Questionnaires-in-Marketing.pdf

*Gungaphul, M., & Boolaky, M. (2021). Ethical considerations in marketing research.*  
Link: https://www.elgaronline.com/abstract/edcoll/9781788976947/9781788976947.00027.xml