

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 318 |
| Course Title | Marketing Research II |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICMK 317 |
| 5. Type of Course | Required Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | In-depth study of marketing research with an emphasis on quantitative aspects of marketing research, development of questionnaires, sampling methods, data collection, data analysis and interpretation, and the use of research findings in marketing decisions. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Write a marketing research proposal. |
| | 9.2 Conduct a marketing research by using analysis technique such as factor analysis, conjoint analysis, perceptual mapping, and cluster analysis. |
| | 9.3 Analyze marketing research survey with an emphasis on discovering the market structure and consumer behavior. |
| | 9.4 Provide marketing insight that can be used to develop a more competitive marketing strategy. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Marketing Research II : Introduction	4	0	8	JPO
2	Sample Design for Data Collection and Sample Size	4	0	8	JPO
3	Determining Sample Size	4	0	8	JPO
4	Collecting the Data: Field Procedures and Non- Sampling Errors	4	0	8	JPO
5	Data Analysis : Basic Questions	4	0	8	JPO
6	Midterm Examination	4	0	8	JPO
7	Chi-squares and Related Indices	4	0	8	JPO
8	Analysis of Variance	4	0	8	JPO
9	Multivariate Data Analysis	4	0	8	JPO
10	Multivariate Data Analysis	4	0	8	JPO
11	Research Report	4	0	8	JPO
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in writing marketing research proposal.
- 13.2 The ability in conducting a marketing research by using analysis technique such as factor analysis, conjoint analysis, perceptual mapping, and cluster analysis.
- 13.3 The ability in analyzing marketing research survey with an emphasis on

discovering the market structure and consumer behavior.

- 13.4 The ability in providing marketing insight that can be used to develop a more competitive marketing strategy.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	45%
3. Research Project	25%

14. Course Evaluation

- 14.1 Students' achievement as indicated in number 13 above.
14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Churchill, G. and Iacobucci, D. (2004). **Marketing Research**, 9th Edition, South-Western.

16. Instructor(s)

Dr. Jaratpan Onghununtakul

17. Course Coordinator

Program Director of Marketing Major

