

**IMBA PROGRAM
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY
Marketing Research
Spring 2014
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Course Description

This course is designed to introduce students to a variety of research methodologies used in business. These include both secondary and primary research, as well as qualitative and quantitative methods. A key goal is to help students select research methods and tools that are appropriate for addressing different types of business research questions.

Students should come away from this course with an appreciation of the value of effective research for making sound business decisions. Even if they do not obtain a deep mastery of statistical techniques, they should develop a respect for the power – and the limitations—of various research methods and tools, an understanding for how and when it is appropriate to use them, and the ability to formulate, execute, report, and present the results of scientifically-based business research projects.

Course Goals

Student learning will focus on the following areas:

1. How to efficiently and effectively conduct secondary research using electronic sources.
2. When, why, how to conduct primary research using
 - a. Qualitative Methods – focus groups and interviewing techniques
 - b. Quantitative Methods – survey
 - i. Question Designs and Scales
 - ii. Survey Design
 - iii. Sampling Techniques
 - c. Interpretation of Results
 - d. Effective Reporting and Presentation Techniques
3. Basic Introduction to Using SPSS

Required Texts:

Clow, Kenneth, Karen E. James (2014) Essentials of Marketing Research: Putting Research Into Practice, Sage Publications

Grading

Team Assignments on March 4		500 points
3 Individual Assignments	@ 100 Points Each	300 points
Final Examination		200 points
		Total 1000 points

TENTATIVE SCHEDULE OF TOPICS

March 25	The Role and Process of Marketing Research	1-2
March 28	Secondary Data	3
April 1	Qualitative and Observational Research	4-5
April 4	Sampling Procedures / Measurement	8 -9
April 5 AM	Survey Research Marketing Scales	6,10
April 5 PM	Questionnaire Design	11
April 8	Fundamental Data Analysis	12-13
April 11	Analysis of Differences	
April 12 AM	Research Reports and Presentations	14
April 12 PM	Group Presentations	