

Tamkang University Academic Year _101_, _Second_ Semester
Course Syllabus

Course Title	Marketing Research		Instructor	Yueh-Hua Lee	
Department/Year/Class		Course Details			
Department of Business Administration/MBA/First year		<input type="checkbox"/> Required <input checked="" type="checkbox"/> Selective	<input type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) <input checked="" type="checkbox"/> 2 (2nd Semester) <input type="checkbox"/> 3 (3rd Semester)	Credits	2
Aim of Education			Core Competences		
<ol style="list-style-type: none"> 1. Strengthen specialized knowledge 2. Train practical capabilities 3. Develop team work spirits 4. Deepen professional ethics 			<ol style="list-style-type: none"> 1. To understand and utilize specialized knowledge of business administration 2. To plan, research, and write research reports independently 3. To communicate, negotiate, and collaborate to accomplish research projects by team work 4. To integrate management and technology intelligence to solve business problems 5. To recognize professional ethics and social responsibilities 6. To utilize foreign language to enhance management skills 		
Course Introduction (50 to 100 words)	Marketing research is the systematic and objective planning, gathering, recording and analyzing of information to enhance the decision making of marketing managers. It helps businesses to stay in close touch with consumers' needs and wants and to make fine quality marketing decisions.				

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I. Objective Levels (select applicable ones) :

(I) Cognitive Domain : C1 Remembering · C2 Understanding · C3 Applying · C4 Analyzing · C5 Evaluating · C6 Creating

(II) Psychomotor Domain : P1 Imitation · P2 Mechanism · P3 Independent Operation · P4 Linked Operation · P5 Automation · P6 Origination

(III) Affective Domain : A1 Receiving · A2 Responding · A3 Valuing · A4 Organizing · A5 Charaterizing · A6 Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Core Competences :

- (I) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (II) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (III) Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1. Introduce the fundamental concepts and elements of marketing research	C2	AE
2. Use quantitative methods in the problem-solving and decision-making processes	P3	ACE
3. Apply the modeling techniques to all types of organizations.	P4	ACDE

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 Introduce the fundamental concepts and elements of marketing research	Lecture, Group Discussion, A & Q	Attendance, Report, Discussion, Test.
2 Use quantitative methods in the problem-solving and decision-making processes	Lecture, Group Discussion, A & Q	Attendance, Report, Assignments, Test.
3 Apply the modeling techniques to all types of organizations	Lecture, Group Discussion, A & Q	Attendance, Report, Assignments, Test.

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
<input type="checkbox"/> global perspectives	Understanding the advanced marketing technique on global perspective

<input type="checkbox"/> a vision for the future	Enhancing consumer insight on global market and marketing environment
<input type="checkbox"/> information literacy	Applying advanced marketing software to marketing analysis
<input type="checkbox"/> ethical and moral principles	Emphasizing marketing ethics and responsibility
<input type="checkbox"/> independent thinking	Planning a marketing project and case study
<input type="checkbox"/> an awareness of healthy living	Substantial marketing program design
<input type="checkbox"/> effective teamwork	Cooperation with team members through case study
<input type="checkbox"/> an appreciation of the arts	Incorporating aesthetic marketing design

Course Schedule

Week	Date	Subject/Topics	Note
1		Reviewing the principles of marketing	
2		Research process and Problem Formulation	
3		Research Design	
4		Marketing research project	
5		Measurement and scaling	
6		Questionnaire Design	
7		Questionnaire Design	Assignment 1
8		Sample Design	
9		Confirmatory factor analysis	Assignment 2
10		Midterm Exam Week	
11		Market segmentation	
12		Exploratory factor analysis and Cluster	Assignment 3
13		Position	
14		Multidimensional scaling	Assignment 4
15		Contingency Table and Chi-Square/ Analysis of Variance	Assignment 5
16		Advertising design: Experimental design	
17		Interpretation Data & the Research report	
18		Final Exam Week	

Requirement

Teaching Facility

Computer Overhead Projector Other (_____)

Textbook(s)

- Essential of Marketing research 1st Edition by Hair, Wolfinbarger, Ortinau and Bush
- 行銷研究 呂長民 前程企管

Suggested Readings

Behavioral research—tools and techniques 5th edition Sommer
Marketing research—Methodological Foundations 8nd Edition by Churchill & Iacobucci

Number of Assignment(s)	(Filled in only for those courses that apply)
Grading Policy	Attendance & class performance : 20% Assignment & field work : 30% Report & debate : 20% Final exam : 30%
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.

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