

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	MARKET SURVEY AND BUSINESS STATISTICS	Instructor	HSU JIA HUEY
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:20.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:40.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:20.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			

Course Introduction	Marketing research is the systematic gathering and interpretation of information regarding individuals or organizations using the statistical and analytical methods and techniques of the applied sciences to support decision making. The processes include problem definition, developing a research approach, research design, data collection, data analysis, and communicating research findings, which will be discussed throughout the course. At the end of the course, students are expected to be able to conduct a sound marketing research project.
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The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understanding the nature and scope of marketing research; Knowing when and how marketing research should be conducted; Recognizing ethical associated with marketing research; Appreciating new skills and emerging trends in marketing research.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	1257	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course introduction	
2	109/03/09 ~ 109/03/15	The role and value of marketing research information	
3	109/03/16 ~ 109/03/22	Defining the marketing research problem	

4	109/03/23 ~ 109/03/29	Research design	
5	109/03/30 ~ 109/04/05	Secondary data, literature reviews, and hypotheses	
6	109/04/06 ~ 109/04/12	Measurement and scaling	
7	109/04/13 ~ 109/04/19	Data collection approaches	
8	109/04/20 ~ 109/04/26	Sampling: theory and methods	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Designing the questionnaire and interview questions	
11	109/05/11 ~ 109/05/17	Qualitative data analysis	
12	109/05/18 ~ 109/05/24	Preparing data for quantitative analysis	
13	109/05/25 ~ 109/05/31	Basic data analysis for quantitative research	
14	109/06/01 ~ 109/06/07	Social media research	
15	109/06/08 ~ 109/06/14	Examining relationships in quantitative research	
16	109/06/15 ~ 109/06/21	Communicating research findings	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Research ethics	
Requirement	The course content and progress will be adjusted accordingly based on the interaction between instructor and students.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Hair, J. F., Celsi, M., Ortinau, D. J., & Bush, R. P. (2017). Essentials of marketing research (Fourth Edition). New York, NY: McGraw-Hill/Higher Education.		
References	Malhotra, N., Nunan, D., & Birks, D. (2017). Marketing Research: An Applied Approach.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other () : %		

Note	<p>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/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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