

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	MARKET SURVEY AND RESEARCH	Instructor	CHIA-LING HO
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<p>I . Develop a business and management perspective for students.</p> <p>II . Train the professionals in the integrated fields of business and management.</p> <p>III . Cultivate the talents with both theory and practices in business and management.</p>			
S u b j e c t   D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<p>B. Enhance the practical training for the current trends.(ratio:50.00)</p> <p>D. Obtain the ability of analyzing industrial and business problems.(ratio:50.00)</p>			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
<p>2. Information literacy. (ratio:50.00)</p> <p>3. A vision for the future. (ratio:50.00)</p>			
Course Introduction	<p>The primary focus of a business is to analyze the market before setting up a marketing plan. The main goal of marketing survey is to understand customers. This course introduces the entire process of marketing survey including how to set up a goal, how to conduct a market survey, how to analyze data collecting from the survey, how to interpret the result. After taking this course, students will be able to conduct a preliminary market survey.</p>		

**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	Setting up the goal of a market survey	Cognitive
2	Designing a questionnaire	Cognitive
3	Analyzing data collected from questionnaire	Cognitive
4	Interpretation and reporting of the result of market survey	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BD	23	Lecture	Testing, Discussion(including classroom and online)
2	BD	23	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Practicum
3	BD	23	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Practicum
4	BD	23	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Practicum

**Course Schedule**

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Introduction to market research	
2	109/03/09 ~ 109/03/15	The Market Research Process	
3	109/03/16 ~ 109/03/22	Method of Market Survey	
4	109/03/23 ~ 109/03/29	Content of a Questionnaire	

5	109/03/30 ~ 109/04/05	Types of Data	
6	109/04/06 ~ 109/04/12	Designing Questionnaires	
7	109/04/13 ~ 109/04/19	Descriptive Statistics	
8	109/04/20 ~ 109/04/26	Example of Market Survey Academic Research Paper	
9	109/04/27 ~ 109/05/03	midterm exam	
10	109/05/04 ~ 109/05/10	Introduction to SPSS	
11	109/05/11 ~ 109/05/17	Comparing Two Means : t-test	
12	109/05/18 ~ 109/05/24	Comparing More Than Two Means : ANOVA	
13	109/05/25 ~ 109/05/31	The Chi-square Test of Independence	
14	109/06/01 ~ 109/06/07	Regression Analysis	
15	109/06/08 ~ 109/06/14	Factor Analysis	
16	109/06/15 ~ 109/06/21	Final Report and Presentation	
17	109/06/22 ~ 109/06/28	Final Exam	
18	109/06/29 ~ 109/07/05	Supplement Teaching Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		A Concise Guide to Market Research : The Process, Data, and Methods Using IBM SPSS Statistics	
References		WileyPLUS Stand-alone to accompany Marketing Research Essentials, Sixth Edition with SPSS	
Number of Assignment(s)		3 (Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 20.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (assignment) : 40.0 %	

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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