

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	MARKET SURVEY AND RESEARCH	Instructor	CHIA-LING HO
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
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			
I . Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
Subject Departmental core competences			
B. Enhance the practical training for the current trends.(ratio:50.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:50.00)			
Subject Schoolwide essential virtues			
2. Information literacy. (ratio:50.00) 3. A vision for the future. (ratio:30.00) 5. Independent thinking. (ratio:20.00)			
Course Introduction	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.		

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	Psychomotor
3	Analyzing data collected from questionnaire	Psychomotor
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	235	Lecture	Discussion(including classroom and online)
2	BD	235	Lecture, Discussion, Practicum	Discussion(including classroom and online), Practicum, Report(including oral and written)
3	BD	235	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Practicum
4	BD	235	Lecture, Discussion, Practicum	Discussion(including classroom and online), Practicum

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Introduction to market research	
2	111/02/28 ~ 111/03/04	The Market Research Process	
3	111/03/07 ~ 111/03/11	Method of Market Survey	
4	111/03/14 ~ 111/03/18	Content of a Questionnaire	

5	111/03/21 ~ 111/03/25	Types of Data	
6	111/03/28 ~ 111/04/01	Designing Questionnaires	
7	111/04/04 ~ 111/04/08	Descriptive Statistics	
8	111/04/11 ~ 111/04/15	Example of Market Survey Academic Research Paper	
9	111/04/18 ~ 111/04/22	midterm exam	
10	111/04/25 ~ 111/04/29	Introduction to SPSS	
11	111/05/02 ~ 111/05/06	Comparing Two Means : t-test	
12	111/05/09 ~ 111/05/13	Comparing More Than Two Means : ANOVA	
13	111/05/16 ~ 111/05/20	The Chi-square Test of Independence	
14	111/05/23 ~ 111/05/27	Regression Analysis	
15	111/05/30 ~ 111/06/03	Factor Analysis	
16	111/06/06 ~ 111/06/10	Final Report and Presentation	
17	111/06/13 ~ 111/06/17	Final Exam	
18	111/06/20 ~ 111/06/24	Supplement Teaching Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		marketing research : an applied orientation 7th edition by Naresh K. Malhotra	
References		Essentials of Marketing Research by Joseph F. Hair Jr. et el. Fourth Edition	
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 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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