

Tamkang University Academic Year 111, 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 | <ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG9 Industry, Innovation, and Infrastructure | | |
| Departmental Aim of Education | | | |
| <ul style="list-style-type: none"> 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 | | | |
| <ul style="list-style-type: none"> A. Provide the basic knowledge of both theory and practices.(ratio:20.00) B. Enhance the practical training for the current trends.(ratio:30.00) C. Cultivate the ethics in business and management.(ratio:20.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:30.00) | | | |
| Subject Schoolwide essential virtues | | | |
| <ul style="list-style-type: none"> 1. A global perspective. (ratio:25.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00) | | | |

| | |
|------------------------|---|
| 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.</p> <p>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 | 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 | ABCD | 12345678 | 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 | 112/02/13 ~ 112/02/19 | Introduction to market research | |
| 2 | 112/02/20 ~ 112/02/26 | The Market Research Process | |
| 3 | 112/02/27 ~ 112/03/05 | Method of Market Survey | |
| 4 | 112/03/06 ~ 112/03/12 | Content of a Questionnaire | |
| 5 | 112/03/13 ~ 112/03/19 | Types of Data | |
| 6 | 112/03/20 ~ 112/03/26 | Designing Questionnaires | |
| 7 | 112/03/27 ~ 112/04/02 | Descriptive Statistics | |
| 8 | 112/04/03 ~ 112/04/09 | Example of Market Survey Academic Research Paper | |
| 9 | 112/04/10 ~ 112/04/16 | midterm exam | |
| 10 | 112/04/17 ~ 112/04/23 | Introduction to SPSS | |
| 11 | 112/04/24 ~ 112/04/30 | Comparing Two Means : t-test | |
| 12 | 112/05/01 ~ 112/05/07 | Comparing More Than Two Means : ANOVA | |
| 13 | 112/05/08 ~ 112/05/14 | The Chi-square Test of Independence | |
| 14 | 112/05/15 ~ 112/05/21 | Regression Analysis | |
| 15 | 112/05/22 ~ 112/05/28 | Factor Analysis | |
| 16 | 112/05/29 ~ 112/06/04 | Final Report and Presentation | |
| 17 | 112/06/05 ~ 112/06/11 | Final Exam | |
| 18 | 112/06/12 ~ 112/06/18 | 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 al. Fourth Edition | |
| | | | |

| | |
|-------------------------|--|
| Number of Assignment(s) | 3 (Filled in by assignment instructor only) |
| Grading Policy | <p>◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other (assignment) : 40.0 %</p> |
| 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> |