

## Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	MARKET SURVEY AND BUSINESS STATISTICS	Instructor	HSU JIA HUEY
Course Class	TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 4A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG11 Sustainable cities and communities		
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 . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
Subject Departmental core competences			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:20.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

**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.

**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 ethics 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	12345678	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	115/02/23 ~ 115/03/01	Course introduction	
2	115/03/02 ~ 115/03/08	The role and value of marketing research information	

3	115/03/09 ~ 115/03/15	Defining the marketing research problem	
4	115/03/16 ~ 115/03/22	Research design	
5	115/03/23 ~ 115/03/29	Secondary data, literature reviews, and hypotheses	
6	115/03/30 ~ 115/04/05	Measurement and scaling	
7	115/04/06 ~ 115/04/12	Data collection approaches	
8	115/04/13 ~ 115/04/19	Sampling: theory and methods	
9	115/04/20 ~ 115/04/26	Midterm Exam/Midterm Assessment Week	
10	115/04/27 ~ 115/05/03	Review and discussion	
11	115/05/04 ~ 115/05/10	Qualitative data analysis	
12	115/05/11 ~ 115/05/17	Preparing data for quantitative analysis	
13	115/05/18 ~ 115/05/24	Basic data analysis for quantitative research	
14	115/05/25 ~ 115/05/31	Final Week of Diverse Assessments for Graduating Class Courses	
15	115/06/01 ~ 115/06/07		
16	115/06/08 ~ 115/06/14		
17	115/06/15 ~ 115/06/21		
18	115/06/22 ~ 115/06/28		
Key capabilities	self-directed learning Social Participation Humanistic Caring Problem solving		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching			
Course Content	Logical Thinking Sustainability issue		

Requirement	1.The course content and progress will be adjusted accordingly based on the interaction between instructor and students. 2. Students must identify the AI tools and generated content utilized in their assignments to maintain academic integrity and prevent plagiarism. 3. Students must verify the accuracy of AI-generated content.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts
References	Malhotra, N., Nunan, D., & Birks, D. (2017). Marketing Research: An Applied Approach.
Grading Policy	<p>◆ Attendance : 30.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt; &gt; : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>