Faculty of Business
Management Study Program
Major of Digital Business Management

Subject Code	**:**	DBM06
Subject Title	**:**	Market Research for Digital Business
Subject Specification	**:**	For Business Faculty students
Subject Overview	**:**	

Students will learn various methods that can be applied to conduct digital market research and data collection. Students will learn how to utilize these pre-collected data and insights in running a small business/startup, do business evaluation, and improve their business process accordingly.

Course Objectives **:**

Learn to conduct effective digital market research, using research and data collection methods commonly used in the industry.

Course Method **:** interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome (Competence) **:**

Knowledge:

1. Students are able to identify the problem statement they have to solve from their business/start-up. Students can conduct digital market research and flexibly adjust their approach based on the available tools and resources.

2. Students are able to utilize digital market research tools that are commonly used in the industry and can obtain job or projects related to it.

3. Students are able to create report regarding their findings and data, and able to present their insight to their stakeholders and/or shareholders. In regards to that, student are also able to take action accordingly and convince stakeholders to utilize their insight.

Skills:

1. Students are able to identify and determine problem statement of a business

2. Students are able to decide research method to use and adjust their approach according to resource.

3. Students are able to present an insight report and make business decision out of it.

Attitude:

1. Resilience

2. Flexibility and adaptability towards research & business approach

3. Curiosity and eagerness to learn more about their business and market

Course content :

Week	Topic
1	Understanding Digital Market Research Principles
2	Basic Framework 1: Analysing Needs & Identifying Research Purpose
3	Basic Framework 2: Gathering Information & Introduction to Research Tools
4	Basic Framework 3: Research with Online Respondents
5	Basic Framework 4: Analysing Data & Insight
6	Conducting Basic Digital Market Research 1
7	Conducting Basic Digital Market Research 2 & Review for Midterm Test
8	**Mid Examination**
9	Digital Market Research for Business
10	Digital Market Research Tools 1: Market Review
11	Digital Market Research Tools 2: Competitor Review
12	Digital Market Research Tools 3: Online Respondents
13	Data Delivery & Presentation
14	Conducting Digital Market Research 1
15	Conducting Digital Market Research 2 & Review for Final Test
16	**Final Examination**

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Understanding Digital Market Research Principles	Understanding the fundamental concept of digital market research: - Conventional market research vs. digital market research - The importance of digital market research in running a business/start-up	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
2	Basic Framework 1: Analysing Needs & Identifying Research Purpose	Understanding how to conduct a digital market research: - Analysing a business/start-up's current needs - Identifying research purpose (problem statement)	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
3	Basic Framework 2: Gathering Information & Introduction to Research Tools	Understanding how to conduct a digital market research: - Gathering information from the world wide web - Introduction to purpose & types of digital market research tools	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Basic Framework 3: Research with Online Respondents	Understanding how to conduct a digital market research: - When you need to opt for research with online respondents - Getting respondents from the right target market	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

5	Basic Framework 4: Analysing Data & Insight	Understanding how to conduct a digital market research: - Analysing pre-collected data and insights - Choosing which information to use to answer the problem statement	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Conducting Basic Digital Market Research 1	Experiment & brainstorming with case study (group discussion)	1. Class discussion
7	Conducting Basic Digital Market Research 2	1. Group presentation 2. Review for Mid Test: - Review study materials from session 1 to 6 - Session 6's case study review run-through	1. Lecturer's presentation 2. Class discussion 3. Student presentation
8	MID TEST		
9	Digital Market Research for Business	Conducting digital market research at established company vs. start-up	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
10	Digital Market Research Tools 1: Market Review	Purpose & types of digital market research tools: - Google Trends - Google Consumer Barometer - Google Analytics - Twitter Trending Topic	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Digital Market Research Tools 2: Competitor Review	Purpose & types of digital market research tools: - Facebook Ads Library - Ubersuggest - Guerrilla research	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
12	Digital Market Research Tools 3: Online Respondents	Purpose & types of digital market research tools: - Survey tools (Google Form, SurveyMonkey, etc.) - Utilizing social media engagement tools	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Data Delivery & Presentation	Understanding data filtering, data visualization, and presentation	1. Lecturer's presentation 2. Class discussion

			3. Question and answer 4. Case Study
14	Conducting Digital Market Research 1	Experiment & brainstorming with case study (group discussion)	1. Class discussion
15	Conducting Digital Market Research 2	1. Group presentation 2. Review for Mid Test: - Review study materials from session 9 to 14 - Session 14's case study review run-through	1. Lecturer's presentation 2. Class discussion
16	**Final Test**		

Midterm Paper Guideline **:** Written Examination

From session 1 to 5, students will learn how to conduct a proper basic digital market research. On session 6, students will be divided into groups to brainstorm and discuss. During this session, students are expected to strengthen their theoretical knowledge and implement the theory to solve a case study.

Midterm test will be a written examination:
1. To review theoretical knowledge
2. Short essay about the research process they conducted
3. What they can improve from the case study

Final Paper Guideline **:** Group Presentation

From session 9 to 13, students will learn how to utilize digital market research tools to strengthen their research process and present their findings. They will be divided into groups. Session 14 to 15 will be dedicated for them to solve a case study and arrange a research report (presentation) in a more advanced manner.

Final test will be a group presentation:
1. To review theoretical knowledge
2. Short essay about the research process they conducted
3. What they can improve from the case study

References **:**

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Eyal, N. (2014). Hooked: How to Build a Habit-Forming Products. New York: Portfolio/Penguin.

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Prepared by:	Checked by :
	
Stephanny Lianardo, M.B.A.	**Cyntia Keliat, S.I.Kom., MM.** Head of Management Study Programme
Reviewed by :	Approved by :
	
Yuliana R. Prasetyawati, MM. Dean of Business Faculty	**Dr. Janette Maria Pinariya** Vice Rector