Department of Business Faculty
Subject Syllabus

Subject Code	:	BIS12
Subject Title	:	MARKET RESEARCH
Subject Specification	:	For LSPR student in Business Faculty
Subject Overview	:	

It can be the process by which we gain insight into how markets work. Market research is also a function in an organization, or it can refer to the outcomes of research, such as a database of customer purchases, or a report that offers recommendations. It is the process of systematically gathering, analyzing, and interpreting data pertaining to the company's market, customers and competitors, with the goal of improving marketing decisions. Market research plays a significant role in the brand-building process such as in creating and delivering marketing and marketing communication strategies.

This course aims to introduce students to some of the methods commonly used in marketing and marketing communication research. Since most students will be users of market research rather than research specialists, this course will emphasize research to aid management decision-making. However, the knowledge and skills provided by this course should be sufficient to assist students in conducting and analyzing research for their thesis.

This course is structured following each step in the research process – from problem definition, to research design, to data collection methods, to analysis of data, to the interpretation and finally reporting of results. A combined lecture and "hands-on" workshop format is employed, including group work, case analysis, feedback and discussion.

Course Objectives :

By the end of the course, students are expected to:

- Possess a rudimentary ability to develop, execute and interpret market research;
- Comprehend the scope and function of market research;
- Understand the steps involved in a conducting a market research project;
- Develop their ability to identify problems or issues where research might be used;
- Acquire skills related to diagnosing, measuring and exploring market problems; primary and secondary data collection; constructing quantitative measurement instruments as well as verbal and written communication; and
- Conducting a mini research.

Course Method :

Learning Outcome (Competence) :

- Knowledge :

  - Students are able to understand the needs and usefulness of market research in an organization
  - Students are able to explain the role of market research in decision making

- Skill :

  - Students are able to understand and apply market research concepts in the practical world and are able to utilize these concepts as a basis for developing effective marketing strategies and tactics / programs

- Attitude :

  - Students have the ability independently to carry out market research related to compiling the final research report/marketing plan

Course content **:** interactive lectures, problem-solving discussions, case studies , class presentation and guest lectures.

Week	Topic
1	Introduction to Market Research
2	Market Research Process - Identify and Formulate the Problem
3	Qualitative and Quantitative Research
4	Data – An Overview of Data Sources
5	Forecasting and Demand Measurement
6	Environmental Analysis
7	Review for mid test
8	**Mid Examination**
9	Customer Analysis
10	Customer Value, Satisfaction, and Loyalty
11	Customer Lifetime Value
12	Competitive Analysis
13	Operational Analysis
14	Conducting A Mini Marketing Plan/Research
15	Review for final test
16	**Final Examination**

Grading System:

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

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for the LSPR undergraduate programme is 60 and above. 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

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Market Research	Introduction to Market Research 1 Introduction 2 What Is Market and Marketing Research? 3 Market Research by Practitioners and Academics 4 When Should Market Research (Not) Be Conducted? 5 Who Provides Market Research? 6 Review Questions	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation

		7 Further Readings References Mooi, E., Sarstedt, M., Mooi-Reci, I. (2018). *Market Research. The Process, Data, and Methods Using Stata*. Singapore: Springer Nature	
2	Market Research Process - Identify and Formulate the Problem	Introduction and case 2 The Market Research Process 2.1 Introduction 2.2 Identify and Formulate the Problem 2.3 Data collection and analysis 2.4 Review Questions 2.5 Further Readings References: Kotler, P., and Keller, K. L. (2017). Marketing Management. New Jersey: Pearson Pretice Hall, Inc. Mooi, E., Sarstedt, M., Mooi-Reci, I. (2018). *Market Research. The Process, Data, and Methods Using Stata*. Singapore: Springer Nature	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
3	Qualitative and Quantitative Research	Introduction and case 3.1 Qualitative research 3.2 The importance of qualitative research 3.3 Problems in qualitative research 3.4 Use of Qualitative Research 3.5 Differences in Qualitative Research and Quantitative Research 3.6 The Key to Successful Qualitative Research 3.7 Review Questions 3.8 Further Readings References Kotler, P., and Keller, K. L. (2017). Marketing Management. New Jersey: Pearson Pretice Hall, Inc. Mooi, E., Sarstedt, M., Mooi-Reci, I. (2018). *Market Research. The Process, Data, and Methods Using Stata*. Singapore: Springer Nature	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
4	Data – An Overview of Data Sources	Introduction and case 4.1 Sources of Internal Information 4.2 Sources of Secondary Information 4.3 Source of Primary Information	a. Lecture b. Discussion c. Question and answer d. Solution to problem

		4.4 Review Questions 4.5 Further Readings References Kotler, P., and Keller, K. L. (2017). Marketing Management. New Jersey: Pearson Pretice Hall, Inc. Mooi, E., Sarstedt, M., Mooi-Reci, I. (2018). *Market Research. The Process, Data, and Methods Using Stata*. Singapore: Springer Nature	e. Observation
5	Forecasting and Demand Measurement	Introduction and case 5. 1 The Measures of Market Demand 5.2 The Market Demand Function 5.3 Estimating Current Demand 5.4 Estimating Future Demand 5.5 Review Questions 5.6 Further Readings References Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
6	Environmental Analysis	Introduction and case 6.1 The Demographic Environment 6.2 The Economic Environment 6.3 The Sociocultural Environment 6.4 The Natural Environment 6.5 The Technological Environment 6.6 The Political-Legal Environment 6.7 Review Questions 6.8 Further Readings Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
7	Online Session	Review for Mid Test	
8	Mid Test		
9	Customer Analysis, Segmentation, and Target Market	Introduction and case 8.1 Know each stage of target market selection process 8.2 How Big Is the Existing Market? 8.3 How Big Is the Potential Market? 8.4 How Fast Is the Market Growing? 8.5 What Are Buyers' Background Characteristics? 8.6 How and Why Do Buyers Use the Product or Service? 8.7 How and Where Is the Product Bought?	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation

		8.8 How Brand-Loyal Are Buyers? 8.9 What Market Segments Exist, and How Large Are the VariousSegments? 8.8 Review Questions 8.9 Further Readings Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	
10	Customer Value, Satisfaction, and Loyalty	Introduction and case 9.1 Customer-Perceived Value 9.2 Total Customer Satisfaction 9.3 Monitoring Satisfaction 9.4 Product and Service Quality 9.5 Review Questions 9.6 Further Readings Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
11	Customer Lifetime Value	Introduction and case 10.1 Customer Profitability 10.2 Measuring Customer Lifetime Value 10.3 Cultivating Customer Relationships 10.4 Review Questions 10.5 Further Readings Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
12	Competitive Analysis	Introduction and case 11.1 What Market Share Do You and Various Competitors Hold? 11.2 What Future Sales Do You Forecast? 11.3 What Are the Awareness Levels for Various Brands? 11.4 How Do Buyers Perceive Various Brands? 11.5 What Are the Repurchase Rates for Various Brands? 11.6 How Satisfied Are Customers with Various Brands? 11.7 What Are Your Competitors' Resources and Strategies? 11.8 Review Questions 11.9 Further Readings	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation

		Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	
13	Operational Analysis	Introduction and case 12.1 How Effective Is Your Distribution? 12.3 How Effective Is Your Advertising? 12.4 How Effective Are Your Sales Promotions? 12.5 How Effective Are Your Salespeople? 12.6 How Effective Are Your Pricing Strategies? 12.7 How Might Customers Respond to Product Changes? 12.8 How Might Buyers Respond to a New Product? 12.9 Review Questions 12.10 Further Readings Kotler, P., and Keller, K. L. (2017). *Marketing Management*. New Jersey: Pearson Pretice Hall, Inc.	a. Lecture b. Discussion c. Question and answer d. Solution to problem e. Observation
14	Conducting A Mini Research/marketing plan	Emphasis on how to develop and determine competitive strategies in the market	
15	Online Session	Review for Final Test	
16	**Final Test**		

Midterm Paper Guideline **:** There will be an individual and in-class midterm exam. It focuses more on students' understanding of the course materials and emphasis on theory. Details will be provided as the course goes on

Final Paper Guideline **:** Group Project/Individual Test. Emphasis on students' understanding and application of theory and concepts

References **:**

1. Kotler, P., & Keller, K. L. (2017). *Marketing management* (15th ed.). Pearson Prentice Hall.
2. Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). *Market research: The process, data, and methods using Stata*. Springer Nature.

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