

SYLLABUS

(Attached to the Circular No. 03/2017/TT-LDTBXH dated March 1st, 2017 of the Ministry of Labor, War invalids and Social Affairs)

Course title: Marketing Research

Course code: MD25

Execution time: 60 school time; (Theory: 15; Practice: 41; Test: 4).

I. Location and property of syllabus:

- Location: Marketing research stay at semester three after study basic syllabus as Marketing basic.

- Property: Marketing research is the one of many module of business administration, learning about marketing theory and practice marketing skills in small and medium enterprises.

The objective of the module is to provide a fundamental understanding of marketing research methods. In the module, i will cover the types of research design, techniques of data collection and data analysis. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The module focuses on helping students recognize the role of systematic information gathering and analysis in making marketing decisions.

II. Mission of module:

* Knowledge:

- Perform about definition of marketing research dynamics.
- Determined planning the research process.
- Determined the market's problem and data collection sources.
- Explain about applications of marketing research.
- Determined individual question content, form and layout of questionnaire.
- Describe SPSS process.

* Skills:

- Build planning the research process.
- Design the questionnaire to get data.
- Analyze data on questionnaire by SPSS.
- Propose solutions to solve marketing problem.
- Forecast about business opportunities.

* Capacity autonomy and responsibility:

- + Working independently.
- + Teamwork.
- + Evaluate implementation results and draw lessons for yourself.

III. Module content:

1. Content and school time:

N.o	Unit	Time			
		Total	Theory	Practise	Test
1	Unit 1: Marketing research dynamics	1	1		
2	Unit 2: Planning the research process	2	1	1	
3	Unit 3: Research design	4	2	2	
4	Unit 4: Measurement and sampling theory	9	2	6	1

5	Unit 5: Designing a questionnaire (Work outside)	14	3	10	1
6	Unit 6: Data processing and preliminary data analysis (Work on computer)	12	2	10	
7	Unit 7: SPSS and report writing	17	4	12	1
8	Exam	1			1
Total		60	15	41	4

2. Details content:

Unit 1: Marketing research dynamics

Time: 01 hour

1. Mission:

- To present meaning and characteristics marketing research.
- To differentiate marketing research and marketing management.
- To analyze value and cost of information.
- To differentiate kind of marketing research, such as: consumer market, business to business market, product research, pricing research, distribution research, promotion research and motivational research.

2. Content unit 1:

- 1.1. Meaning of research
- 1.2. Research characteristics
- 1.3. Marketing research and marketing management
- 1.4. Value and cost of information
- 1.5. Introduction kind of marketing research

Unit 2: Planning the research process

Time: 02 hours

1. Mission:

- To present marketing research process.
- Formulation of a problem research.

2. Content unit 2:

- 2.1. Introduction
 - 2.2. Formulation of a problem research
 - 2.3. Research design
 - 2.4. Data collection methods
 - 2.5. Designing a questionnaire
 - 2.6. Data collection
 - 2.7. Analysis and interpretation
 - 2.8. Report writing
3. Practice: Formulation of a problem research.

Unit 3: Research design

Time: 04 hours

1. Mission:

- To present meaning of research design.
- To differentiate types of research design.
- To present descriptive research, causal research.

- Describe research design and marketing decision process.
- Describe data collection sources

2. Content unit 3:

- 3.1. Meaning of research design
- 3.2. Types of research design
- 3.3. Research design and marketing decision process
- 3.4. Secondary data sources
- 3.5. Primary data sources
- 3. Practice: Descriptive research, causal research and data sources.

Unit 4: Measurement and sampling theory

Time: 09 hours

1. Mission:

- To present scales of measurement.
- To differentiate types of scales.
- To describe scales of measurement.
- To use scales for research problem.
- To present sampling theory.
- Determining sample size.
- Selecting an appropriate sampling technique.

2. Content unit 4:

- 4.1. Importance of measurement and scaling in marketing research
- 4.2. Fundamental properties of scales
- 4.3. Primary scales of measurement
- 4.4. Attitude measurement scales
- 4.5. Comparative and non-comparative scale
- 4.6. Meaning and importance of sampling
- 4.7. Basic sampling constructs
- 4.8. Determining sample size
- 4.9. Selecting an appropriate sampling technique

3. Practice: Selecting an appropriate sampling technique and scales of measurement. (Work outside)

4. Test: Report by power point

Unit 5: Designing a questionnaire

Time: 14 hours

1. Mission:

- To present form of questionnaire.
- To describe individual question content.
- Determining information required.
- Choice interview method.
- Practice the questionnaire.

2. Content unit 5:

- 5.1. Introduction questionnaire
- 5.2. Process of questionnaire design
- 5.3. Information required
- 5.4. Interview method

- 5.5. Form and layout questionnaire
- 5.6. Question format and question composition
- 5.7. Individual question content
- 5.8. Questions order
- 5.9. Pilot testing the questionnaire
- 3. Practice: Doing questionnaire. (Work outside)
- 4. Test: Report questionnaire by power point

Unit 6: Data processing and preliminary data analysis

Time: 12 hours

- 1. Mission:
 - Collection data survey.
 - Checking data survey.
 - Coding data survey on excel.
 - Preliminary data analysis.
 - Practice the data process.
- 2. Content unit 6:
 - 6.1. Introduction about survey field work and data collection
 - 6.2. Nature and scope of data preparation
 - 6.3. Data survey collection
 - 6.4. Checking and editing data survey
 - 6.5. Data coding
 - 6.6. Data entry
 - 6.7. Data cleaning
 - 6.8. Preliminary data analysis
- 3. Practice: Doing the data process. (Work on computer)
- 4. Test: Report data collection by power point

Unit 7: SPSS and report writing

Time: 17 hours

- 1. Mission:
 - Using SPSS statistic analyse data survey.
 - Report writing about problem research.
 - Giving solution.
 - Practice the SPSS statistic.
- 2. Content unit 7:
 - 7.1. Introduction about SPSS statistic
 - 7.2. Frequency statistic
 - 7.3. Descriptive statistic
 - 7.4. Crosstab analysis
 - 7.5. Factors analysis
 - 7.6. Correlation analysis
 - 7.7. Regression linear analysis
 - 7.8. Structure of report
 - 7.9. Presenting the report
- 3. Practice: Doing SPSS statistic. (Work on computer)
- 4. Test: Presenting the report on power point

Final exam:

Time: 1 hour

IV. Conditions for implementing the subject:

1. Class room: 20 students maximum.
2. Equipment and machines: Computer, projector.
3. Learning materials: tables, diagrams, goods, monitors, microphones, sounds, tools for conducting surveys and assessing marketing problem.
4. Other conditions: cool room, enough light, blower, clean hygiene.

V. Content and methods:

1. Content:

* Knowledge:

- Perform about definition of marketing research dynamics.
- Determined planning the research process.
- Determined the market's problem and data collection sources.
- Explain about applications of marketing research.
- Determined individual question content, form and layout of questionnaire.
- Describe SPSS process.

* Skills:

- Build planning the research process.
- Design the questionnaire to get data.
- Analyze data on questionnaire by SPSS.
- Propose solutions to solve marketing problem.
- Forecast about business opportunities.

* Capacity autonomy and responsibility:

- + Working independently.
- + Teamwork.
- + Evaluate implementation results and draw lessons for yourself.

2. Method:

Individual assignments:	20%
Group assignment:	5%
Group project:	40%
Class commitment:	10%
Final exam:	25%

Final exam include 3 question, time bound: 60 min.

VI. User manual:

1. Scope of application: Course programs are used to teach vocational college degree. The total duration of this course is 60 hours.

2. Teaching methods, studying and notes:

- There will be two individual take-home assignments. These assignments will be made available and require you to apply the marketing research concepts covered in class. These assignments must be completed on an individual basis. Late assignments will not be accepted. Each individual assignment should be submitted as a single Microsoft Word document with the filename being your full name.

- There will be one single graded group assignment. Please submit the group assignment on the due date prior to the designated time. Late assignments will not be accepted.

- The objective of the project is to provide you with experience in applying the concepts and methods of marketing research to a real marketing research problem. Organize yourselves into groups of 5-6 in order to do the group assignments and project. Please find group members within your own section.

+ Research Proposal: The proposal should cover the research purpose, research objectives, hypotheses, plans for data collection and analysis, and explain how the client will benefit from your research.

+ Exploratory Research Report: Students should conduct exploratory research and/or secondary data analysis to inform and improve on their original research question. This research will also inform the descriptive phase of data collection. Students should write a brief report detailing the methodologies they used, what they learned, and how what they learned informed the next phase of research.

+ Questionnaire and Sampling Report: Students will submit the questionnaire they plan to send out to participants in the descriptive research phase. Additionally, they need to provide a description of who their sample will be (who are you surveying?) and a description of why this sample is relevant to their research question.

+ Final Report and Final Presentation: The final report and final presentation should focus on how the client can use the results of the research for decision - making and strategy.

- The group project will be evaluated based on the Exploratory Research, Questionnaire, and Final Report and Final Presentation, as outlined above. Projects will be graded based on the consideration of the following issues:

+ Analysis and interpretation of data – does it address your research objective?

+ Recommendation – How do your research findings address the business problem? Are your recommendations supported by your data? Are they insightful (and useful) to your client?

+ Overall presentation of the report.

3. References:

❶ *Marketing Research Syllabus*, Sikkim Manipal University.

❷ Michail Maimaran (2013), *Research Methods in Marketing*, North Western University.

❸ Nguyen Hong Giang (2020), *Marketing Research Lesson*.

Head of Department

Lecturers

Nguyễn Hồng Giang