

Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICMK 317 |
| Course Title | Marketing Research I |
| 3. Number of Credits | 4 (Lecture/Lab/Self-Study) (4-0-8) |
| 4. Prerequisite(s) | ICNS 104, ICMB 221 |
| 5. Type of Course | Required Course |
| 6. Trimester / Academic Year | First, Second, Third Trimester/2007-2008 |
| 7. Course Conditions | 20-40 students |
| 8. Course Description | Introduction to marketing research, importance and role of marketing research in business decisions, research processes, research methodology and research tools, with an emphasis on qualitative research. |
| 9. Course Objective(s) | After successful completion of this course, students will be able to |
| | 9.1 Describe the fundamental concepts of marketing research and its strategic role in marketing management. |
| | 9.2 Understand the process of marketing research especially the qualitative consumer research such as interview, focus group. |
| | 9.3 Develop questions for a survey. |

10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Marketing Research: Introduction	4	0	8	JPO
2	Marketing Intelligence	4	0	8	JPO
3	Marketing Research Process and Problem Formulation	4	0	8	JPO
4	Determine Research Design	4	0	8	JPO
5	Exploratory Research and Qualitative Data	4	0	8	JPO
6	Midterm Examination	4	0	8	JPO
7	Descriptive Research and Causal Design	4	0	8	JPO
8	Data Collection : Methods and Forms	4	0	8	JPO
9	Data Collection : Secondary and Primary Data	4	0	8	JPO
10	Questionnaires and Data Collection Forms	4	0	8	JPO
11	Attitude and Psychological Measurement	4	0	8	JPO
	Total	44	0	88	

11. Teaching Method(s)

Combination of class lecture and case discussion
Special Topic from experienced guest lecturers

12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,
News clipping and selections from popular marketing and business literature

13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in describing the fundamental concepts of marketing research and its strategic role in marketing management.
- 13.2 The ability in understanding the process of marketing research especially the qualitative consumer research such as interview, focus group.

13.3 The ability in developing questions for a survey.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	45%
3. Research Project	25%

14. Course Evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference(s)

Churchill, G. and Iacobucci, D. (2004). **Marketing Research**, 9th Edition, South-Western.

16. Instructor(s)

Dr. Jaratpan Onghununtakul

17. Course Coordinator

Program Director of Marketing Major

