

MARKETING RESEARCH

Course Syllabus

1. General Information

Course name: Marketing Research

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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2. Objectives

Marketing research is fundamental for management and marketing decision-making in modern organizations. The course prepares students in both how to identify and how to obtain appropriate marketing information for management and marketing decisions.

3. Abstract

This course will provide a comprehensive introduction to the subject of marketing research, and discuss key concepts, process and techniques related to marketing research and their applications. Starting with the highlight of the value and nature of marketing research, marketing research process will have discussed, followed by the discussion of how to collect, analyze various types of research data (including secondary data, observation data, qualitative data and quantitative data) for use in decision making.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing; Probability & Statistics for Economics; Econometrics

6. Learning Outcomes

In overall, the purpose of the course is to introduce students to the marketing research literature and to the marketing research process. The emphasis in this course is on how to actually plan and conduct a marketing research project as well as use marketing research as an aid for marketing decisions. In this course, students will learn how to design, interpret, and apply marketing research to solve business and marketing

problems.

Specifically, on successful completion of this unit, a student will:

1. Understand the role and value of marketing research for management and marketing decisions
2. Understand and become familiar with the process of designing marketing research and the research proposal
3. Understand and apply the collection and evaluation of secondary data
4. Understand and apply the collection and evaluation of observation data
5. Understand and apply the collection and evaluation of qualitative data
6. Understand and apply the collection and evaluation of quantitative data, including:
 - 6.1. Understand and apply the collection of quantitative data
 - 6.2. Understand the basics of sampling and sampling methods
 - 6.3. Understand measurement and scaling techniques
 - 6.4. Understand and apply designing a questionnaire
 - 6.5. Understand and apply data preparation for quantitative data analysis
 - 6.6. Understand and apply basic data analysis for quantitative research
 - 6.7. Understand how to examine relationships in quantitative research
7. Understand and apply communication of marketing research findings

7. Assessment Criteria

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
LO1 Understand the role and value of marketing research information	<ul style="list-style-type: none">- explain the definition of marketing research and the growing complexity of marketing research- explain the role and value of marketing research- explain the marketing research industry- discuss ethics in marketing research practices
LO2 Understand and become familiar with the process of designing marketing research and the research proposal	<ul style="list-style-type: none">- describe the overview of marketing research process and various steps- explain how to determine the research problem and objectives- explain the research design and the main tasks to select the research design- explain the main tasks to execute the research design- explain how to communicate the research results

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
	<ul style="list-style-type: none"> - Identify and explain the major components of a research proposal
LO3 Understand and apply the collection and evaluation of secondary data	<ul style="list-style-type: none"> - interpret the value of secondary data and literature reviews - be aware of the various sources of secondary data available inside and outside the organization - interpret how to evaluate secondary data - explain the value of customer databases and the manner in which they can be used for generating marketing information
LO4 Understand and apply the collection and evaluation of observation data	<ul style="list-style-type: none"> - be aware of the value of observation data - interpret the different categories and types of observation research - discuss the ethical issues associated with observation research
LO5 Understand and apply the collection and evaluation of qualitative data	<ul style="list-style-type: none"> - be aware of the nature and the role of qualitative data - explain types of research most suited to qualitative research - interpret the individual depth interview technique - interpret how to use group discussions - explain other methods for collecting qualitative data - be aware of technological developments in qualitative research - interpret how to analyze of qualitative data - explain how to interpret data
LO6 (LO6.1) Understand and apply the collection of quantitative data	<ul style="list-style-type: none"> - be aware of the nature and the role of quantitative data - interpret types of survey methods - be aware of types of errors in survey - explain how to select the appropriate survey method
LO6 (LO6.2) Understand the basics of sampling and sampling methods	<ul style="list-style-type: none"> - be aware of the value of sampling in marketing research - explain the basics of sampling theory: population sampling frame, factors underlying sampling, assessing the quality of samples - understand probability and nonprobability sampling methods - understand how to determine sample sizes - be aware of steps in developing a sampling plan

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
LO6 (LO6.3) Understand measurement and scaling techniques	<ul style="list-style-type: none"> - explain the value of measurement in marketing research - be aware of the overview of the measurement process - describe types of measurement scales - explain how to evaluating measurement scales - explain the scale development process - be aware of misleading scaling formats
LO6 (LO6.4) Understand and apply designing a questionnaire	<ul style="list-style-type: none"> - be aware of the value of questionnaires in marketing research - explain pilot studies and pretests - interpret the questionnaire design process - be aware of the role of a cover letter
LO6 (LO6.5) Interpret how to prepare data for quantitative data analysis	<ul style="list-style-type: none"> - be aware of value of preparing data for analysis - explain data validation - interpret how to edit and code data - interpret data entry - interpret data tabulation
LO6 (LO6.6) Understand and apply basic data analysis for quantitative research	<ul style="list-style-type: none"> - understand overview and value of statistical analysis - discuss popular statistical analysis softwares and application - explain and interpret how to apply basic statistical techniques - explain how to choose the appropriate statistical technique - explain and interpret how to apply univariate and bivariate statistical tests - explain how to choose the appropriate statistical test
LO6 (LO6.7) Interpret how to examine relationships in quantitative research	<ul style="list-style-type: none"> - be aware of value of examining relationships between variables - explain covariation and variable relationships - use correlation analysis - use regression analysis - explain multivariate analysis
LO7 Understand and apply communication marketing research findings	<ul style="list-style-type: none"> - be aware of value of communicating research findings - explain marketing research reports - interpret format of a marketing research report - describe common problems in preparing the marketing research report - discuss the critical nature of presentations

8. Outlines

Chapter 1. The role and value of marketing research information

- 1.1. The definition of marketing research and the growing complexity of marketing research
- 1.2. The role and value of marketing research
- 1.3. The marketing research industry
- 1.4. Ethics in marketing research practices

Chapter 2. The marketing research process and proposals

- 2.1. Overview of marketing research process and various steps
- 2.2. Determining the research problem and objectives
- 2.3. Selecting of the research design
- 2.4. Executing the research design
- 2.5. Communicating the research results
- 2.6. Research proposal

Chapter 3. Collecting and evaluating secondary data

- 3.1. Value of secondary data and literature reviews
- 3.2. Various sources of secondary data available inside and outside the organization
- 3.3. Evaluating secondary data
- 3.4. Customer databases and the usage for generating marketing information

Chapter 4. Collecting and evaluating observation data

- 4.1. Value of observation data
- 4.2. Different categories and types of observation research;
- 4.3. Ethical issues associated with observation research

Chapter 5. Collecting and analyzing qualitative data

- 5.1. Nature and the role of qualitative data
- 5.2. Types of research most suited to qualitative research
- 5.3. Individual depth interview technique
- 5.4. Group discussions
- 5.5. Other methods for collecting qualitative data
- 5.6. Technological developments in qualitative research
- 5.7. Analyzing of qualitative data
- 5.8. Interpreting data

Chapter 6. Collecting quantitative data

- 6.1. Nature and the role of quantitative data
- 6.2. Types of survey methods
- 6.3. Types of errors in survey
- 6.4. Selecting the appropriate survey method

Chapter 7. Sampling and sampling methods

- 7.1. Value of sampling in marketing research
- 7.2. Basics of sampling theory: population sampling frame, factors underlying sampling, assessing the quality of samples
- 7.3. Probability and nonprobability sampling methods
- 7.4. Determining sample sizes
- 7.5. Steps in developing a sampling plan

Chapter 8. Measurement and scaling

- 8.1. Value of measurement in marketing research
- 8.2. Overview of the measurement process
- 8.3. Types of measurement scales
- 8.4. Evaluating measurement scales
- 8.5. Scale development process

Chapter 9. Designing a questionnaire

- 9.1. Value of questionnaires in marketing research
- 9.2. Pilot studies and pretests
- 9.3. Questionnaire design process
- 9.4. Role of a cover letter
- 9.5. Misleading scaling formats

Chapter 10. Preparing data for quantitative data analysis

- 10.1. Value of preparing data for analysis
- 10.2. Data validation
- 10.3. Editing and coding data
- 10.4. Data entry
- 10.5. Data tabulation

Chapter 11. Basic data analysis for quantitative research

- 11.1. Overview and value of statistical analysis

11.2. Popular statistical analysis softwares and application

11.3. Apply basic statistical techniques

11.4. Choosing the appropriate statistical technique

11.5. Univariate and bivariate statistical tests

11.6. Choosing the appropriate statistical test

Chapter 12. Examining relationships in quantitative research

12.1. Value of examining relationships between variables

12.2. Covariation and variable relationships

12.3. Correlation analysis

12.4. Regression analysis

12.5. Multivariate analysis

Chapter 13. Communication of marketing research findings

13.1. Value of communicating research findings

13.2. Marketing research reports

13.3. Format of a marketing research report

13.4. Common problems in preparing the marketing research report

13.5. Critical nature of presentations

9. Required Textbooks

Hair, J., Celsi, M. Bush, R. and Ortinau, D. (2016), *Essentials of Marketing Research, 4th edition*, McGraw-Hill Higher Education

10. Suggested Textbooks

Wilson, A. (2018). *Marketing Research: Delivering Customer Insight, 4th Edition*. Springer

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1. The role and value of marketing research information	<ul style="list-style-type: none">• Course introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• The definition of marketing research and the growing complexity of marketing research• The role and value of marketing research• The marketing research industry• Ethics in marketing research practices	Before class: <ul style="list-style-type: none">• Reading the course's syllabus• Reading Part 1, Section 1, <i>Essentials of marketing research, Hair et al (2016)</i>, pp. 2-18

Slot	Main contents	Specific contents and activities	Student's tasks
		<u>Activity</u> - Discuss the emerging trends of marketing research	<ul style="list-style-type: none"> Reading Section 1, <i>Marketing Research</i>, Wilson (2012), pp. 1-17
2	Chapter 2. The marketing research process and proposals	<ul style="list-style-type: none"> Overview of marketing research process and various steps Determining the research problem and objectives Selecting of the research design Executing the research design <u>Activity</u> - Discuss the practice of marketing research in Vietnamese firms	Before class: <ul style="list-style-type: none"> Reading Part 1, Section 2, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 24-42 Reading Section 2, <i>Marketing Research</i>, Wilson (2012), pp. 18-49
3	Chapter 2. The marketing research process and proposals (cont.) Group Assignment Coaching	<ul style="list-style-type: none"> Communicating the research results The major components of a research proposal Group Assignment Coaching Review of contents of group assignment Answer students' questions on group assignment 	Before class: <ul style="list-style-type: none"> Formulating the students' groups for the group assignment Reading the requirements of the group assignment
4	Chapter 3. Collecting and evaluating secondary data	<ul style="list-style-type: none"> Value of secondary data and literature reviews Various sources of secondary data available inside and outside the organization Evaluating secondary data Customer databases and the usage for generating marketing information <u>Activity</u> - Discussing customer databases within Vietnamese firms - Answer students' questions related to the group assignment	Before class: <ul style="list-style-type: none"> Reading Part 2, Section 3, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 48-62 Reading Section 3, <i>Marketing Research</i>, Wilson (2012), pp. 50-82 After class: <ul style="list-style-type: none"> Do task on collecting and evaluating

Slot	Main contents	Specific contents and activities	Student's tasks
			secondary data of the group assignment
5	Chapter 4. Collecting and evaluating observation data	<ul style="list-style-type: none"> • Value of observation data • Different categories and types of observation research; • Ethical issues associated with observation research. <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the usage of observation data in the context of Vietnamese firms - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Section 4, <i>Marketing Research</i>, Wilson (2012), pp. 83-100 <p>After class:</p> <ul style="list-style-type: none"> • Do task on collecting and evaluating observation data of the group assignment
6	Chapter 5. Collecting and analyzing qualitative data	<ul style="list-style-type: none"> • Nature and the role of qualitative data • Types of research most suited to qualitative research • Individual depth interview technique • Group discussions • Other methods for collecting qualitative data <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the usage of qualitative data in the context of Vietnamese firms - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 2, Section 4, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 77-92 • Reading Section 5, <i>Marketing Research</i>, Wilson (2012), pp. 101-125 <p>After class:</p> <ul style="list-style-type: none"> • Do task on collecting and analyzing qualitative data of the group assignment
7	Chapter 5. Collecting and analyzing qualitative data (cont.)	<ul style="list-style-type: none"> • Technological developments in qualitative research • Analyzing of qualitative data • Interpreting data <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the challenges of analyzing qualitative data - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 4, Section 9, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 220-237 • Reading Section 5, <i>Marketing Research</i>, Wilson (2012), pp. 101-125 <p>After class:</p> <ul style="list-style-type: none"> • Do task on collecting

Slot	Main contents	Specific contents and activities	Student's tasks
			and analyzing qualitative data of the group assignment (cont.)
8	Chapter 6. Collecting quantitative data	<ul style="list-style-type: none"> Nature and the role of quantitative data Types of survey methods Types of errors in survey Selecting the appropriate survey method <u>Activity</u> <ul style="list-style-type: none"> - Discussing the challenges of collecting quantitative data in Vietnam - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 4, Section 9, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 106-123 Reading Section 6, <i>Marketing Research</i>, Wilson (2012), pp. 129-152 <p>After class:</p> <ul style="list-style-type: none"> Do task on collecting quantitative data of the group assignment
9	Chapter 7. Sampling and sampling methods	<ul style="list-style-type: none"> Value of sampling in marketing research Basics of sampling theory: population sampling frame, factors underlying sampling, assessing the quality of samples Probability and nonprobability sampling methods Determining sample sizes Steps in developing a sampling plan <u>Activity</u> <ul style="list-style-type: none"> - Discussing the challenges of sampling in the Vietnamese context 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 3, Section 6, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 134-151 Reading Section 8, <i>Marketing Research</i>, Wilson (2012), pp. 180-203 <p>After class:</p> <ul style="list-style-type: none"> Do task on collecting quantitative data of the group assignment (cont.)
10	Chapter 8. Measurement and scaling	<ul style="list-style-type: none"> Value of measurement in marketing research Overview of the measurement process Types of measurement scales Evaluating measurement scales Scale development process <u>Activity</u> <ul style="list-style-type: none"> - Discussing the misleading scaling formats 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 3, Section 7, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 158-184 <p>After class:</p> <ul style="list-style-type: none"> Do task on collecting

Slot	Main contents	Specific contents and activities	Student's tasks
		- Answer students' questions related to the group assignment	quantitative data of the group assignment (cont.)
11	Chapter 9. Designing a questionnaire	<ul style="list-style-type: none"> Value of questionnaires in marketing research Pilot studies and pretests Questionnaire design process Role of a cover letter Misleading scaling formats <u>Activity</u> <ul style="list-style-type: none"> - Discussing other considerations in collecting quantitative data 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 3, Section 8, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 190-212 Reading Section 7, <i>Marketing Research</i>, Wilson (2012), pp. 153-179 <p>After class:</p> <ul style="list-style-type: none"> Do task on collecting quantitative data of the group assignment (cont.)
12	Middle exam Group assignment tutorial	<ul style="list-style-type: none"> Middle exam Give advices to students in order to perform the collection of quantitative data Answer students' questions related to the group assignment 	<p>After class:</p> <ul style="list-style-type: none"> Do task on collecting quantitative data of the group assignment (cont.)
13	Chapter 10. Preparing data for quantitative data analysis	<ul style="list-style-type: none"> Value of preparing data for analysis Data validation Editing and coding data <u>Activity</u> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 4, Section 10, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 246-264 Reading Section 9, <i>Marketing Research</i>, Wilson (2012), pp. 204-231 <p>After class:</p> <ul style="list-style-type: none"> Do task on preparing quantitative data of the group assignment
14	Chapter 10. Preparing data for quantitative data analysis	<ul style="list-style-type: none"> Data entry Data tabulation <u>Activity</u>	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 4, Section 10, <i>Essentials of marketing</i>

Slot	Main contents	Specific contents and activities	Student's tasks
	(cont.)	<ul style="list-style-type: none"> - Discussing challenges about preparing data for quantitative data analysis - Answer students' questions related to the group assignment 	<p><i>research, Hair et al (2016), pp. 246-264</i></p> <ul style="list-style-type: none"> • Reading Section 9, <i>Marketing Research, Wilson (2012), pp. 204-231</i> <p>After class:</p> <ul style="list-style-type: none"> • Do task on preparing quantitative data of the group assignment (cont.)
15	Chapter 11. Basic data analysis for quantitative research	<ul style="list-style-type: none"> • Overview and value of statistical analysis • Popular statistical analysis softwares and application • Apply basic statistical techniques • Choosing the appropriate statistical technique <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 4, Section 11, <i>Essentials of marketing research, Hair et al (2016), pp. 272-305</i> • Reading Section 9, <i>Marketing Research, Wilson (2012), pp. 204-231</i> <p>After class:</p> <ul style="list-style-type: none"> • Do task on analyzing quantitative data of the group assignment
16	Chapter 11. Basic data analysis for quantitative research (cont.)	<ul style="list-style-type: none"> • Univariate and bivariate statistical tests • Choosing the appropriate statistical test <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Part 4, Section 11, <i>Essentials of marketing research, Hair et al (2016), pp. 272-305</i> • Reading Section 9, <i>Marketing Research, Wilson (2012), pp. 204-231</i> <p>After class:</p> <ul style="list-style-type: none"> • Do task on analyzing quantitative data of the group assignment (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks
17	Chapter 12. Examining relationships in quantitative research	<ul style="list-style-type: none"> Value of examining relationships between variables Covariation and variable relationships Correlation analysis Regression analysis Multivariate analysis <u>Activity</u> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 4, Section 12, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 316-349 Reading Section 9, <i>Marketing Research</i>, Wilson (2012), pp. 204-231 <p>After class:</p> <ul style="list-style-type: none"> Do task on analyzing quantitative data of the group assignment (cont.) Do task on preparing research report of the group assignment
18	Chapter 13. Communication of marketing research findings	<ul style="list-style-type: none"> Value of communicating research findings Marketing research reports Format of a marketing research report Common problems in preparing the marketing research report Critical nature of presentations <u>Activity</u> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> Reading Part 4, Section 13, <i>Essentials of marketing research</i>, Hair et al (2016), pp. 352-381 Reading Section 10, <i>Marketing Research</i>, Wilson (2012), pp. 232-249 <p>After class:</p> <ul style="list-style-type: none"> Do task on preparing research report of the group assignment (cont.)
19	Oral presentations of group assignment	<ul style="list-style-type: none"> Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes 	<p>Before class:</p> <ul style="list-style-type: none"> Submitting research project report Preparing and submitting slides for oral presentation

Slot	Main contents	Specific contents and activities	Student's tasks
20	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of group research project by groups of students • Q&A on each research project • Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> • Submitting research project report • Preparing and submitting slides for oral presentation
21	Feedback on the group Assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
22	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 12th slot, students will be given a case study/a scenario with some relevance to the marketing research topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in marketing research in a real case in order to become familiar with the reality of marketing research activities.

The group research assignment requires student to work with other members in an assigned group to conduct a real market research project and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). They will be required to design and execute a marketing research plan that addresses multiple aspects of the chosen or assigned scenario/real firm with the specific tasks following a marketing research process:

- Identify management and marketing problems
- Determine marketing research questions and objectives
- Select of the research design
- Execute the research design

- Communicate the research results

This research situation will likely NOT be solved by a quantitative survey alone. As a result of the group project, each group must deliver a research report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to marketing research in the course.