

Course Syllabus

Marketing Research and Strategies

1. **Class:** MRKG 2348 - Marketing Research and Strategies
Semester: Spring 2018
CRN: 21637

2. **Instructor:** Tran Anh Tung, MBA
 Email: tungta@saigontech.edu.vn
 Mobile phone: 0913408267

3. **Campus and Room Location with Days and Times**
Venue: R302 and BA labs (210) SaigonTech Tower
Time: Thursday 07:30 – 11:30

4. **Course Semester Credit Hours (SCH):** 3

5. **Total Course Contact Hours:** 48 hours

6. **Textbook:** Brown/Suter, MR 2, 2nd Edition, Cengage, Mason, Ohio, ISBN 13: 9781133958413, 2013

7. **Course Description:** Using the textbook, outside ancillary sources, and the instructor as our guide, this course will cover the approach, design, and execution of marketing research activities. The course considers how to frame marketing research questions and studies, explore both quantitative and qualitative research methodologies, give considerable attention to survey development, while applying the techniques you have learned in prior courses, drawing upon business examples to connect the theory with actual business practice

8. **Program Learning Outcomes**
 1. Exhibit an understanding of the key elements of marketing research
 2. Identify marketing problems and formulate an appropriate research objective
 3. Design and execute a marketing research study
 4. Recognize the biases and limitations inherent in marketing data
 5. Critically evaluate the results of marketing research and make strategic recommendations

9. **Course Student Learning Outcomes (SLOs):** After the course, students are expected to be able to:
 1. Analyze marketing case studies employing the problem-solving process;
 2. Utilize marketing research techniques to implement competitive marketing decisions.
 3. Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.
 4. Interpret marketing research data to forecast industry trends and meet customer demands.
 5. Use Excel and SPSS software for data analysis.

10. Grading policy

Items	%
Attendance and Participation	5%
Quiz	10%
Personal assignment	15%
Group Project (report and presentation)	30%
Mid-term Exam	20%

Final Exam	20%
Total	100%

11. Explanation of grade components and requirements

Attendance and Participation (5%)

Regular attendance is required. If you miss class, you will be responsible for any work missed during your absence and will have your class participation grade reduced. You are also highly encouraged to join in class discussion by giving questions, answers or comments. Your grade will be given based on your regular attendance and quality of contribution to class discussion.

Quiz (10%)

As this course is tough and challenging, you have to read textbook and PowerPoint slides prior to class so that you can fully comprehend my lectures. **At the beginning or at the end of every class**, you will have a quiz on chapter material that I discuss with you on the same day. There will be 9 class quizzes; however only 7 best quiz scores will count towards your final grade.

	Type	Open/close book	No. of questions	Duration	Points
Quiz	Multiple Choice and Short Answer Questions	Close	10	15 minutes	10

Personal Assignment (15%)

During the course you will be required to complete 03 personal assignments through which you are exposed to different types of marketing research techniques/ tools including secondary research, primary research, questionnaire development, and data analysis. Be noted that each assignment has different weight in terms of score and importance.

Group Project Presentation (30%)

Each team of 3 to 4 students will write a report and present a pre-assigned research project to the class. Your group project must cover both qualitative research and quantitative research, and include data analysis in the format of charts, graphs, tables etc., and disclose key findings. Team presentation should last 30 – 45 minutes including Q & A section and must contain PowerPoint slides.

Presentation and report must be sent to my email address for grading. Only soft copies are needed.

At the end of the course, I will ask for evaluations of team members, and will consider these remarks when giving you final grade. Drafts of project must be submitted for instructor's review and feedback; failure to submit the drafts will cause a reduction in grade.

Mid-term and Final Exam (40%)

Exam	Type	Open/close book	No. of questions	Duration	Points
Mid-term	MC	Close	40	40 minutes	40
	Essay	Open	03 – 05	80 minutes	60

Final	Project submission including data and interview questions
--------------	---

12. Grading Scale

Percentage Grade	Letter Grade
90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

The passing grade is **D**.

13. Course calendar

Week	Date	Topic	Due tasks
1	23/01/2018	Chapter 1: Introduction to Marketing Research	Review Project Background
2	30/01/2018	Chapter 1: Marketing Research	Term Project Introduction Formulate research problem(s)
3	06/02/2018	Chapter 2: Problem Formulation	<ul style="list-style-type: none"> Determine type of research design Identify potential data sources
4	27/02/2018	Chapter 3: Research Designs: Exploratory, Descriptive, Causal	
5	06/03/2018	Chapter 4: Collecting Secondary Data	Collect secondary data for project: <ul style="list-style-type: none"> Identify data source Collect data Aggregate data
6	13/03/2018	Chapter 5: Collecting Primary Data – Observation	
7	20/03/2018	Mid-term Exam (chapter 1, 2, 3, 4, 5)	
8	27/03/2018	Chapter 6: Collecting Primary Data by Communication Chapter 7 Asking Good Questions	Personal Interview / Survey Creation Collect observational data for project: <ul style="list-style-type: none"> Identify relevant

			observation Identify observation data
9	03/04/2018	Chapter 8 Designing the Questionnaire	Review data collection instruments: Determine measurement scales
10	10/04/2018	Chapter 9: Developing the Sampling Plan	
11	17/04/2018	Chapter 10: Data Collection	- Project draft submission (with a questionnaire)
12	24/04/2018	SPSS practicing	
13	01/05/2018	Chapter 10: cont.	
14	08/05/2018	- Final exam and group project review	
15	15/05/2018	- Final exam (chapter 6,7,8,9,10)	
16	22/05/2018	- Group Presentation	- <u>Group Project DUE</u> (must include report and presentation)

14. Classroom Policy

- Late work will **NOT** be accepted. I will deduct 10% from that late work's score per every day after due date.
- Always come to class on time.
- No cellphone use is allowed during lectures.
- Students are expected to take exam on the scheduled dates. Make-up exams are not guaranteed.
- I will ask for your permission if I need to use Vietnamese to explain difficult terms or concepts for you, and vice versa.
- In-class exercises and exams require the use of a laptop. You will be informed on which specific date you have to bring your laptop to class.

15. Cheating and Plagiarism Policy

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by SaigonTech officials against a student accused of scholastic dishonesty. The penalties are regulated clearly in "Policy no.2 about Plagiarism, SaigonTech catalog 2015" which is available at <http://www.saigontech.edu.vn/quy-dinh-ve-gian-lan-hoc-duong.html> in SaigonTech's website.

Acts of plagiarism include but are not limited to:

- Submit other people's works to get points (Nộp bài làm của người khác để lấy điểm cho mình).
- Copy completely or partly from the text translated by translation tool such as Google translation etc (Sao chép nguyên văn, hoặc một phần từ các công cụ dịch thuật)
- Copy words or ideas without citing source and author's name (Sao chép từ hoặc ý tưởng của người khác mà không nêu nguồn tài liệu và tên tác giả được trích dẫn).
- Do not use quotation marks for direct citation (Không đặt dấu ngoặc kép trong các trích dẫn nguyên văn).

- Cite the wrong source (Đưa thông tin sai về nguồn của một trích dẫn).
- Change the wording but sentence structure without citing author's name (Thay đổi từ ngữ nhưng vẫn giữ nguyên cấu trúc câu của một nguồn tài liệu mà không nêu tên tác giả).
- Borrow words/ phrases from a source without using quotation marks or with making negligible change (Vay mượn từ/ cụm từ của một nguồn tài liệu mà không đặt dấu ngoặc kép hoặc chỉ thay đổi chúng một cách qua loa).
- Copy too many words or ideas that make up the most of personal work, regardless of whether source and author's name are cited (Sao chép quá nhiều từ ngữ hoặc ý tưởng từ một nguồn tài liệu làm cho các ý tưởng đó chiếm phần lớn bài làm của mình, bất kể có nêu tên nguồn hoặc tác giả hay không)
- Copy information from Internet such as company information, market information etc. (Sao chép thông tin từ Internet (thông tin công ty, thông tin thị trường v.v)
- Cooperate with other students to do the exams, tests and other assignments without permission of the Instructor (Cộng tác với sinh viên khác trong lúc làm bài thi/kiểm tra hoặc trong các bài tập mà không được phép của giáo viên)
- Use one assignment to submit for different classes without permission of the Instructor (Sử dụng hoặc nộp cùng một bài làm cho nhiều lớp khác nhau mà không được phép của giáo viên môn học)
- Have other people do the exams, tests and other assignments for you (Đi thi hộ hoặc nhờ người khác thi hộ mình trong kỳ thi/ kiểm tra hoặc làm giúp hay nhờ người khác làm bài tập cho mình)

Other Student Information: Refer to SaigonTech's website at www.saigontech.edu.vn for other student rights and responsibilities at the school.

*** If you are caught red-handed, you will receive a zero on the assignment. F grade for the course will be applied in case such violation continues.**

16. Guideline for group report

- I. Executive summary
- II. Introduction
 1. Company background
 2. Objectives of research and data to be gathered
- III. Methodology
 1. Research methods used
 2. Survey method justification and description
 3. Data analysis methods used
- IV. Analysis
- V. Conclusions and Recommendations