

Market Research Abbreviated Course Syllabus

<u>Course Number:</u>	BB816A
<u>Course Name:</u>	Market Research
<u>Instructors:</u>	Hui Lin
<u>Students:</u>	Class 1 of marketing major in 2020
<u>Required Text:</u>	1. Market Research Practice, Yvonne. McGovern, Mechanical Industry Press, first edition, 2017. 2. Market Research and Analysis, Jia Junping, Economic Science Press, first edition, 1999.
<u>Course Description:</u>	<p>This course is a compulsory professional course for marketing majors. This course mainly introduces the basic steps, content, and methods of market research and analysis. In response to the needs of enterprise marketing activities, scientific market research methods are used to systematically collect, organize, analyze, and report relevant market information, in order to provide reasonable suggestions for enterprises to accurately understand and grasp customer demands, solve problems encountered in marketing activities, and make correct decisions, implement, and evaluate marketing activities.</p> <p>Through the study of this course, students will understand and comprehend the basic steps, content, and methods of market research, as well as their specific applications in market research practice activities. At the same time, they will master the requirements and skills for writing market research plans and reports, and be able to have a preliminary understanding of management communication in the implementation of market research activities.</p>

Topic Outline:	Hours/Minutes
I. Chapter 1 Introduction to Market Research	4
A. Market research and its characteristics;	
B. Basic types of market research;	
C. Market research principles;	
D. Market research process.	
II. Chapter 2 Basic content of market research	4
A. Analysis of market research objectives;	
B. Analysis of market research content.	
III. Chapter 3 Market research data collection methods	8
A. Second hand information and its collection;	
B. Original data collection: access method;	
C. Original data collection: observation method.	
IV. Chapter 4 Market research questionnaire design	8

A.	Type and format of questionnaire	
B.	Procedure and principles of questionnaire design	
C.	Questionnaire design techniques and precautions	
V.	Chapter 5 Determination of market research objects	4
A.	Basic steps and content of survey sample design;	
B.	Selection of sampling methods.	
VI.	Chapter 6 Market research error	2
A.	Sampling error and its control	
B.	Non sampling error and its control	
VII.	Chapter 7 Compilation of market research materials	8
A.	Recycling of market research materials;	
B.	Verification and proofreading of market research materials;	
C.	Classification of market research materials.	
VIII.	Chapter 8 Analysis of market research data	6
A.	Overview of analysis methods for market research data;	
B.	Descriptive analysis methods;	
C.	Inferential analysis methods.	
IX.	Chapter 9 Writing of Market Research Report	4
A.	basic types of Research Report;	
B.	basic structure and content of written report	
C.	key points and skills of oral report	
	Total Sessions (Coverage Hours)	48

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	32
b. Finance	0
c. Accounting	0
d. Management	2
e. Legal environment of Business	0
f. Economics	0
g. Business Ethics	2
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	0
k. Quantitative Techniques and Statistics	12
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	48