

南臺科技大學 107 學年度第 1 學期課程資訊

課程代碼	65D00T01
課程中文名稱	行銷研究
課程英文名稱	Marketing Research
學分數	3.0
必選修	選修
開課班級	四國際商務三甲
任課教師	洪一碩
上課教室(時間)	週三第 2 節(S513) 週三第 3 節(S513) 週三第 4 節(S513)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	Marketing Research addresses the practice how to systematically and logically gather and analyze the information that is relevant to the objective of making marketing decisions. The main objective of this course is to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems. Both qualitative and quantitative research methods are covered through the lectures. We also discuss real life application through various mini-cases. A small-scale project report demonstrating students' learning at this course is required where students identify and solve a real business problem using marketing research methods.
先修科目或預備能力	
課程學習目標與核心能力之對應	※編號，中文課程學習目標，英文課程學習目標，對應系指標 ----- 1.國際商務知識，International business knowledge，1 國際商務知識 2.資料分析能力，Data analysis ability，4 資料分析能力 3.商務簡報能力，Business presentation，6 商務簡報能力 4.商務企劃能力，Business planning，11 商務企劃能力 5.邏輯思考能力，Logical thinking and reasoning，12 邏輯思考能力
中文課程大綱	一、行銷研究導論 二、研究設計 三、資料蒐集來源與方法

	<p>四、資料分析方法</p> <p>五、研究結果撰寫與報告</p>
英/日文課程大綱	<p>The course will cover the following important topics:</p> <ol style="list-style-type: none"> 1. Introduction to Marketing Research 2. Research Process and Problem Formulation 3. Basic research process and four major steps of a marketing research project 4. Marketing research in the social media, TV industry, In-store shopper, and brand perception 5. The Marketing 4-Ps: pricing, promotion, product design, positioning 6. Exploring company competitive advantages using M. Porter's Five Forces Analysis. 7. Introducing process of marketing quantitative research 8. Sampling, questionnaires, survey design, and data analysis 9. Making conclusion and marketing suggestions. <p>The course will conclude with student presentations of their group-based marketing research project.</p>
課程進度表	<p>PART I : THE ROLE AND VALUE OF MARKETING RESEARCH INFORMATION</p> <p>Ch 1 Marketing Research for Managerial Decision Making</p> <p>Ch 2 The Marketing Research Process and Proposals</p> <p>PART II : DESIGNING THE MARKETING RESEARCH PROJECT</p> <p>Ch 3 Secondary Data, Literature Reviews and Hypotheses</p> <p>Ch 4 Exploratory Research Designs and Data Collection Approaches</p> <p>Ch 5 Descriptive and Casual Research Designs</p> <p>PART III : GATHERING AND COLLECTING ACCURATE DATA</p> <p>Ch 6 Sampling: Theory and Methods</p> <p>Ch 7 Measurement and Scaling</p> <p>Ch 8 Designing the Questionnaire</p> <p>PART IV: DATA PREPARATION, ANALYSIS AND REPORTING THE RESULTS</p> <p>Ch 9 Qualitative Data Analysis</p> <p>Ch10 Preparing Data for Quantitative Analysis</p> <p>Ch11 Basic Data Analysis for Quantitative Research</p> <p>Ch12 Examining Relationships in Quantitative Research</p> <p>Ch13 Reporting and Presenting Results</p>

教學方式與評量方法	<p>※課程學習目標，教學方式，評量方式</p> <p>-----</p> <p>國際商務知識，課堂講授，筆試筆試筆試 資料分析能力，課堂講授，筆試 商務簡報能力，分組討論，口頭報告 商務企劃能力，分組討論，口頭報告 邏輯思考能力，分組討論，口頭報告</p>
指定用書	<p>書名：Essentials of Marketing Research 作者：Hair, Celsi, Bush, Ortinau 書局：HcGraw-Hill 年份：2017 ISBN：978-1-259-25246-4 版本：4</p>
參考書籍	<p>(in Chinese) 行銷研究：實務與理論應用 邱志聖 2015/05/29 第四版 9789577299970 512 pages</p>
教學軟體	Microsoft Excel and SPSS
課程規範	Please check "my e-learning" from time to time and see if any announcement from the teacher.