

# Course Description – Curriculum 2018

**Subject:** MK313 Marketing Research for Decision Making

**Credits:** 3

**Prerequisite:** MK311 and BA204

**Description:** The course views marketing research from a marketer's perspective. Students will learn how to provide a research brief to research agencies. They will learn how to judge the quality of marketing research by understanding different types of potential research errors. The course covers the types of research designs and the process of conducting marketing research with special attention given to how to craft a good and relevant marketing research question. Moreover, students will be aware of the importance of marketing research and learn necessary skills needed for marketing research career. The content covers various research methods, including qualitative, quantitative, and mixed methods as well as the data interpretation of the research methods. Through a wide-range of hands-on individual and group assignments, students will have an opportunity to understand different research tools and their linkages to marketing problems.