



**INSTITUT TEKNOLOGI SEPULUH NOPEMBER
FACULTY OF SCIENCE AND DATA ANALYTICS
DEPARTMENT OF STATISTICS
STATISTICS UNDERGRADUATE PROGRAM**

Course	Course Name	:	Marketing Research
	Course Code	:	SS234751
	Credit	:	3 SKS
	Semester	:	VII

COURSE DESCRIPTION

This course provides a comprehensive introduction to marketing research, and discusses concepts, processes, and techniques and their applications. Students will understand the depth of this course and its significance for business enterprises. In addition to an overview of marketing research, this course covers research design, including qualitative and quantitative data, and quantitative methods used to analyze research data to make decisions.

PROGRAM LEARNING OUTCOME

- PLO-2 Able to study and utilize science and technology in order to apply it to certain areas of expertise, and be able to make appropriate decisions from the results of their own work or group work in the form of final project reports or other forms of learning activities whose output is equivalent to the Final Project through logical, critical thinking, systematic and innovative
- PLO-3 Able to manage one's own learning, and develop oneself as a lifelong learner to compete at national and international levels, in order to make a real contribution to solving problems by implementing information and communication technology and paying attention to the principles of sustainability and understanding technology-based entrepreneurship
- PLO-6 Able to design, collect, and perform data management with the right methodology
- PLO-7 Able to use modern computing devices to solve statistical problems
- PLO-9 Able to apply statistical methods to analyze theoretical and real problems.
- PLO-10 Able to apply business, industrial, economic, social, environmental or health statistical methods to real problems.

COURSE LEARNING OUTCOME

- CLO.1 Mastering the concept of marketing strategies, products and buyers' behavior
- CLO.2 Able to formulate, design and implement data collection with the correct methodology to complete marketing problems
- CLO.3 Able to analyze data, deciding marketing research and writing it in the form of research proposals
- CLO.4 Able to identify, formulate, and resolve marketing problems
- CLO.6 Having knowledge of current and future issues relating to the field of marketing research
- CLO.7 Able to communicate effectively and cooperate in interdisciplinary and multidisciplinary teams
- CLO.8 Having professional responsibility and ethics

CLO.9 Able to motivate yourself to think creatively and learn throughout life

MAIN SUBJECT

1. Understanding MO & Productivity
2. Global Strategy
3. Managing Quality
4. Product and service design
5. Design a Proposal
6. Location Strategy
7. Facility Layout Strategy
8. Human Resources
9. Maintenance Management

PREREQUISITE

Regression Analysis, Applied Multivariate Analysis

REFERENCES

1. Iacobucci, Dawn., Churchill, Jr., and Gilbert, A., 2015. Marketing Research: Methodological Foundations. 11th edition. CreateSpace Independent Publishing Platform.
2. Kotler, Philip and Armstrong, Gary., 2015. Principles of Marketing. 16th edition. Pearson.
3. Kotler, Philip and Kertajaya, Hermawan. 2016. Marketing 4.0: Moving from Traditional to Digital. Wiley.
4. Kusriani dan Endah, Dwi. 2011. Modul Praktikum Jurusan Statistika ITS. Surabaya.
5. Malhotra, Naresh. 2009. Marketing Research: an Applied Orientation. 6th edition. Pearson Prentice Hall.