



Asia Marketing Federation

# **CERTIFIED PROFESSIONAL MARKETER (CPM – Asia)**

## **SYLLABUS**

### **Marketing Research**

#### **Module objectives**

The module aims to provide students with the fundamental skills in research design and analyses necessary for making sound marketing decisions. It also gives student a better appreciation of what are researchable problems, and how research questions and research objectives could be developed to set the directions for the overall research process. Given the diverse economic, educational and cultural characteristics in the Asian region, marketing researchers would have to be sensitive to cross-cultural differences and business practices that may impact their approach and results. As consumers become more sophisticated along with the economic progress in their respective countries in the region, research techniques will need to evolve and adapt accordingly. This module provides a range of practical research methods. Applications and suitability of each technique will be discussed in the context of the Asian market.

#### **Learning outcomes**

At the end of this module, students should be able to:

- 1) Understand the proper use of various research techniques (when and how to use them) either for improving in-house research or for

evaluating research projects farmed out to external research consulting firms.

- 2) Know the techniques used for different research objectives (e.g., customer profiling vs. product testing vs. price testing).
- 3) Design efficient and effective research programmes that provide solutions to stated objectives.
- 4) Apply the research results to see the managerial implications.
- 5) Appreciate the intricacies of conducting marketing research in the Asian region.

## **Syllabus**

- 1) The research process
  - Purpose of research and defining research problem
  - Research questions and objectives
  - General steps in doing research
  - Ethical issue consideration
- 2) Types of research
  - Secondary vs. primary data
  - Qualitative vs. quantitative research
- 3) Qualitative research techniques
  - Advantages & disadvantages
  - In-depth Interview
  - Focus Group
  - Conditions under which each technique is more applicable
  - Suitability for various Asian countries
- 4) Quantitative research techniques
  - Advantages & disadvantages
  - Types of errors
  - Types of surveys techniques
  - Conditions under which each technique is more applicable
  - Suitability for various Asian countries
- 5) Sampling
  - Sampling considerations, methods & procedures
  - Factors in selecting appropriate sampling methods

- Overcoming these sampling problems
- 6) Measurement & Scales
    - Construct and scale development
    - Types of scales and properties
    - Criteria for appropriate scale development
  - 7) Questionnaire Design
    - Design consideration
    - Structure & Layout
    - Pre-test
  - 8) Data Analysis
    - Type of descriptive statistics
    - Conditions under which each technique is more applicable
  - 9) Applications
    - Assessing market potential and sales forecasting
    - Customer profiling
    - Product research
    - Price testing
    - Assessing promotion effectiveness
  - 10) Research report preparation & presentation in Asia
    - Format and layout
    - Writing style and presentation style
    - Limitations and future research considerations

### **Recommended reading**

Babin, B. J. and Zikmund, W. G. (2015) *Exploring marketing research*. 11<sup>th</sup> edn. Cengage Learning.

### **Indicative reading list**

Malhotra, N. K. (2014) *Essentials of marketing research: a hands-on orientation*. Pearson.

Burns, A. and Bush, R. (2013) *Marketing research (International Edition)*. 7<sup>th</sup> edn. Pearson.

Feinberg, F. M., Kinnear, T. and Taylor, J. R. (2012) *Modern marketing research: concepts, methods, and cases*. 2<sup>nd</sup> edn. Cengage Learning.

Khoo, H. M. (2012) *Marketing research for beginners: a practical handbook*. Singapore: Cengage Learning.