Kod/Nama Kursus : MGM 4264 / Penyelidikan Pemasaran (Marketing Research)
Nama Guru : Profesor Madya Dr. Jamil Bojei, PhD
Jadual Kuliah (Masa dan Tempat): A1-04
Semester : I (Pertama) 2014/2015
Kumpulan Kursus : 1

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|        | 1.1 Concept, Role and Scope of Marketing Research  
|        | 1.2 Factors Affecting Research Decision  | Self-reading |
| 2      | 1.3 Marketing Research Process  
|        | 1.4 Problem Formulation and Determining Research Objectives  | Lecture/SCL  
|        |                        | Self-reading |
| 2/3    | 2.0 Research Design  
|        | 2.1 Types of Research Design  
|        | 2.2 Exploratory, Descriptive, and Causal Research.  
|        | 2.3 Research Proposal  | Lecture/SCL  
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| 3/6    | 3.0 Data Collection Methods  
|        | 3.1 Qualitative versus Quantitative  
|        | 3.2 Secondary Data and Marketing Research  
|        | 3.3 Collecting Primary Data  
|        | 3.4 Collecting Data: Survey  
|        | 3.5 Collecting Data: Observation  
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|        |                        | Self-reading |
| 7/8    | 4.0 Data Collection Forms  
|        | 4.1 Basics of Scaling  
|        | 4.2 Measuring Attitude, Perception, and Preferences  
|        | 4.3 Designing the Questionnaire or Observation Forms  | Lecture/SCL  
|        |                        | Self-reading |
| 9      | 5.0 Sampling Procedures  
|        | 5.1 Sampling: Basics and Types of Sampling  
|        | 5.2 Sample Size, Sampling Unit, Sampling Frame  
|        | 5.3 Fieldwork  | Lecture/SCL  
|        |                        | Self-reading |
| 11/13  | 6.0 Data Analysis  
|        | 6.1 Preparing, Processing, and Summarizing the Data  
|        | 6.2 Basic Statistical Techniques – Frequency Distribution, etc.  
|        | 6.3 Hypothesis Testing, Relationship, and Analysis of Variance  
|        | 6.4 Correlation and Regression  
|        | 6.5 Multivariate Analysis  | Lecture/SCL  
|        |                        | Self-reading |
7.0 Reporting the Research Findings

7.1 Preparing and presenting the research Findings
7.2 Applications of Marketing Research
7.3 Ethical issues in Marketing Research.

15/16/17 MINGGU PEPERIKSAAN
18
(diisi oleh Guru/PK)

Disemak oleh:

Tandatangan KJ/PK

Tarikh: 12/09/2014

NO. SEMAKAN : 01
NO. ISU : 01
TARIKH KUATKUASA : 1/7/2006