

1. Course Identity

Course Name	Marketing Research Methodology		
Faculty	Business and Economics	Study Program	Management
Code	SEM628	Credits Weight	3
Group	Study Program	Type of Course	Compulsory
Semester	6	Availability	Limited to Study Program
Learning Method	Classroom Session & Practice/Lab. Computer	Media	Blended
Course Cluster	Technical Course (MKT)	Prerequisite	Graduated Statistics for Business

2. Course Description

This course addresses the importance of a scientific research to solve problems and or answer academic/Management questions in the field of marketing (especially quantitative ones), to prepare a research proposal by including the research background to determining the form and technique, data analysis, and the results in the form of research reports. Students are also expected to evaluate the results of previous research, as well as write and discuss a research proposal as an initial preparation to complete the final project (thesis). Therefore, this course will help students who are taking or have taken statistics and marketing specialization/concentration courses.

3. Learning Outcomes




CPL Codes	Formulation of Graduate Learning Outcomes (CPL)	CPMK Codes	Formulation of Course Learning Outcomes (CPMK)
S1	To be devoted to God the Almighty and develop a virtuous noble character	M1	To be devoted to God the Almighty and develop a virtuous noble character, and to internalize and communicate values, norms, ethics, and honesty at the level of organizational and cultural functions
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		
PP2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels		
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession	M2	To identify managerial and organizational problems, based on insight into the development of science, technology, and the marketing environment as well as internalization of values, ethics, and honesty, ideas and research designs as a way to obtain solutions to problem as a way to support managerial decisions
PP3	To profess at least one of the international languages		
KU3	To identify managerial issues and organizational functions at the operational level, as well as take appropriate action based on developed alternatives, by applying entrepreneurial principles rooted in local wisdom		
KU4	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions		
KU5	To assess the implications of		

	developing or implementing science, technology or art in accordance with their expertise based on scientific principles, procedures, and ethics to produce solutions, ideas, designs, or art criticisms as well as to compile a scientific description of the results of the study in a thesis or final project report		
KK5	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science		
PP4	To master the concept of research methods, including case studies, historical, surveys, simulations, and experiments in qualitative and quantitative scope, exploratory, descriptive and verification and to implement at least 1 research method	M3	To determine research methods that can serve as the basis for implementing research ideas and designs to solve managerial problems
KU4	To make the right managerial decisions in various types of organizations at the operational level, based on data and information analysis on organizational functions		
KU5	To assess the implications of developing or implementing science, technology or art in accordance with their expertise based on scientific principles, procedures, and ethics to produce solutions, ideas, designs, or art criticisms as well as to compile a scientific description of the results of the study in a thesis or final project report		
KK5	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science		
S3	To internalize values, norms and ethics that prioritize integrity, honesty, responsibility and trust in carrying out profession		
PP2	To master the rules, principles and techniques of communication across functional, organizational and cultural levels for effective communication across functional and organizational levels	M4	To communicate research principles, concepts, and designs to supervisors and colleagues inside and outside institutions and organizations
PP3	To profess at least one of the international languages		
KU6	To develop and maintain a professional networking with mentors, colleagues, peers both inside and outside the institution		

KK5	To think like a visionary, and to be open, communicative, creative, responsive to change and adaptive to the scientific and technological advancement in the scope of management science		
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4.Learning Materials and Main References

Learning Materials	<ol style="list-style-type: none"> 1. Scope of marketing research 2. Marketing research ethics and processes 3. Problem definition and literature review 4. Theoretical building and hypothesis development 5. Assignment I: Journal review 6. Types of research 7. Types and techniques of data collection 8. Research measurement 9. Population and sample 10. Review: descriptive analysis and different test 11. Regression analysis and dummy 12. Regression analysis with intervening, moderating variables, and discriminant analysis 13. Data analysis with SEM 14. Assignment II: Proposal
Main References	<ol style="list-style-type: none"> 1. Babin, B.J. & Zikmund, W.G. 2016. Exploring Marketing Research. 11-ed. Australia: Cengage Learning 2. Sekaran, U. & Bougie, R. 2016. Research Methods for Business. 7-ed. Chichester, West Sussex, United Kingdom : John Wiley & 3. Ghozali, I. 2016. Aplikasi Analisis Multivariat dengan Program SPSS. Semarang: Badan Penerbit Universitas Diponegoro 4. Ghozali, I. 2017. Structural Equation Modeling Konsep and Aplikasi dengan Program Amos 24. Semarang: Badan Penerbit Universitas Diponegoro

Date: February 10, 2021	Date: February 4, 2021	Date: February 1, 2021
Prepared by the Dean	Examined by the Head of Study Program	Prepared by:
		
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