

COURSE CODE: ENTMARK

COURSE TITLE: Market and Qualitative Research for Entrepreneurs

COURSE DESCRIPTION:

Consumer market research involves a range of methods and approaches to explore experiences, meanings, characteristics, symbols, description, feelings, interactions, impressions, motivations and perspectives of consumer behavior that are relevant for the enterprises' varying life cycle stages. This course will delve in both the quantifiable and unquantifiable facts in peoples' lives that will provide a means of accessing and generating insights on how people give meaning to their everyday consumption. This will provide valuable knowledge and idea on how entrepreneurs can bring about products and services that are innovative and new to the market.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- Hair, J., Wolfinbarger, M., Ortinau, D., Bush, R., (2016), Essentials of Marketing Research (paperback) 5th edition

READING LIST:

- Naresh Malhotra, Marketing Research: an Applied Orientation, Sixth Edition, ISBN 13: 978-0-13-608543-0, Pearson Prentice Hall
- Barringer, B. and Ireland, D.R. (2006), Entrepreneurship Successfully Launching New Ventures 2nd Edition. New Jersey, USA: Pearson Education., Inc.
- Hisrich, R. D. , Peter, M.P., and Shepherd, D. A. (2013). Entrepreneurship. New York, NY; McGraw-Hill/Irwin
- Zikmund, W. and Babin, B. (2010) Essentials of Marketing Research. 4th Ed.
- Mason, OH: South-Western Cengage Learning. Learning from small businesses: A casebook, Anvil Publishing and SERDEF. Quezon City, Philippines.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

