

Course Code: MADSERCH

Course Title: Marketing Research

Course Description:

This course covers the entire marketing research phases from problem identification and definition, through enumeration and definition of information needs, formulation of data-collection instrument, sampling, and data analysis and interpretation. It also delves into the appropriate application of marketing research in the various stages of the product life cycle. Students will be guided in the formulation, implementation, and completion of their individual marketing-research projects.

Department: Marketing and Advertising

Required text and materials

Malhotra, Naresh K. Marketing Research: an Applied Orientation (7th edition), 2018.

Kinnear, Thomas C. and Taylor, James R. Marketing Research: an Applied Orientation (4th edition), 1995.

Cooper, Donald R. and Schindler, Pamela S. Business Research Methods (12th edition), 2014
Roberto, Ned. User-Friendly Marketing Research, 4th ed.

Other References

Jeong, Luz S.; Bautista, Reynaldo Jr. A.; and Paredes, Miguel Paolo L. DLSU Marketing Case Folio.