

"진리를 알지니 진리가 너희를 자유롭게 하리라(요한복음 8장 32절)"

강 의 계 획 서

2022년도 1학기 강의계획서					
교과목번호	HBX01139(6187)	교과목명	마케팅조사	과목구분	이론
담당교수		담당교수소속	경영학과	학점/시간	3 / 3
연락처 (전화번호)		e-mail		수강대상학년	3학년
강의시간					
면담시간	By appointment		집중수업 여부	해당없음	
수업진행방법 (해당사항 전체선택)	<input checked="" type="checkbox"/> 동영상(LMS)		<input type="checkbox"/> 실시간 화상강의	<input type="checkbox"/> 대면수업	
	수강사이트 https://lms.mju.ac.kr 통합로그인		시스템명 : URL :	※ 강의실 출석	

1. 교과목개요	This course concerns the use of marketing research as an aid to making marketing decisions. Specifically, this course addresses how the information used to make marketing decisions is gathered and analyzed. Accordingly, this course is appropriate for both prospective users of research results and prospective marketing researchers.	
2. 교과목 학습목표 (주: 3-5개 설정, 행동 동사로 표시)	1. Should be able to translate a marketing problem into a feasible research question.	
	2. Should be able to understand appropriate marketing research as a process that involves a sequence of activities, each compatible with the preceding stage(s).	
	3. Should have a thorough understanding of the strengths and weaknesses of alternative research designs.	
	4. Should be aware of the many sources of marketing information and have some knowledge of the various means for gathering such information.	
	5. Should be able to design and execute a basic research project.	
3. 일반 능력 목표 (주: 3개 이상 설정)	1. 의사전달 능력	1 - 관계있음
	2. 팀워크 스킬	2 - 매우높음
	3. 국제화 이해	1 - 관계있음
	4. 문제해결 능력	2 - 매우높음
	5. 컴퓨터사용 능력	2 - 매우높음
	6. 윤리의식	1 - 관계있음

4. 교육내용(%) (주: 실습/발표 시간이 별도로 배정되어 있는 경우는 %로 표시, 그 외 경우는 이론 100%)					
이론	실습		발표		기타
100 %					
5. 수업방법 (주: 수업 중 활용하는 모든 교육 방법을 0 으로 표시)					
강의	토론	실습	현장실습	발표	기타
0	0			0	
6. 교육매체					
Computer	Beam Projector	OHP	VTR	기타	
0	0				
7. 평가방법					
출석	과제물/보고서	수시시험 (Quiz포함)	학기말시험	발표	기타
10 %	20 %	35 %	35 %		
8. 교재					
주교재	Essentials of Marketing Research, 4th edition edition Hair, Celsi, Ortinau, & Bush		Essentials of Marketing Research, 4th Thomson/Wadsworth 2010		
부교재					

9. 강의내용 (주차별 강의계획)			
주	주제	내 용	비고
1	Course Overview/The Role of Marketing Research	Introduction to Marketing Research Marketing research for managerial decision making Ch. 1	
2	The Role and Value of Marketing Research Information	The marketing research process and proposals Ch. 2	
3	Designing the Marketing Research Project	Secondary data, literature reviews, and hypotheses Ch. 3	
4	Designing the Marketing Research Project	Exploratory and observational research designs and data collection approaches Ch. 4	
5	Designing the Marketing Research Project	Descriptive and causal research designs Ch. 5	
6	Gathering and Collecting Accurate Data	Sampling Ch. 6	
7	Gathering and Collecting Accurate Data	Measurement and Scaling Ch. 7	
8	Review and Exam	Exam Review MID-TERM Exam	
9	Gathering and Collecting Accurate Data	Designing the questionnaire Ch. 8	
10	Data Preparation, Analysis, and Reporting the Results	Qualitative data analysis Ch. 9	
11	Data Preparation, Analysis, and Reporting the Results	Basic data analysis for quantitative research Ch. 11	
12	Data Preparation, Analysis, and Reporting the Results	Examining relationships in quantitative research Ch. 12	
13	Data Preparation, Analysis, and Reporting the Results	Communicating marketing research findings Ch. 14	
14	Oral Presentation for Group Project	Presentation	
15	Final Exam	Review and final exam.	
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10. 일반능력 목표와의 관계			
목 표	수업내용	관련주차	명지핵심역량
1. 의사전달 능력	Class participation, oral presentation for team project	1-14	자기주도, 배려
2. 팀워크 스킬	Contribution and cooperation for group project	3-14	창의, 어우름
3. 국제화 이해	Global issues in terms of marketing research	1-13	융합, 어우름

10. 일반능력 목표와의 관계			
목 표	수업내용	관련주차	명지핵심역량
4. 문제해결 능력	Identifying research problems, designing research studies, implementing research, and reporting research results	1-15	실용, 창의
5. 컴퓨터사용 능력	Power point for presentation, word for reports, and statistics software for data analysis	3-14	실용
6. 윤리의식	ethical issues in relation to data collection and plagiarism in writing	3-14	배려