

Marketing Research

Electronic Commerce Marketing



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- Course: Electronic Commerce Marketing
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00. Contents

- 01. Marketing Research
- 02. Marketing Research Procedure

01. Marketing Research

- Marketing Research
 - Systematic gathering, recording, and analyzing of data about problems related to the marketing of goods and services

01. Marketing Research

- Roles Marketing Research
 - Solving problems
 - Helping decisions

01. Marketing Research

- Necessity of Marketing Research
 - Limitation of heuristics according to experiences

01. Marketing Research

- Domains of Marketing Research
 - Science (for academic domain)
 - Science + arts (for business domain)

01. Marketing Research

- Problems of Marketing Research
 - Malfunctions of marketing research
 - Abuses of marketing research

02. Marketing Research Procedure

- Marketing Research Procedure
 - 1) Recognizing problems
 - 2) Selecting research subject
 - 3) Establishing a research plan
 - 4) Collecting data
 - 5) Analyzing data
 - 6) Interpreting results and setting a strategy

02. Marketing Research Procedure

- Marketing Research Procedure
 - 1) Recognizing problems
 - Managerial environment
 - Consumers, competitors, external environment, ...
 - Managerial performance evaluation
 - Marketing 4P
 - product, place, price, promotion

02. Marketing Research Procedure

- Marketing Research Procedure
 - 2) Selecting research subject
 - Marketers
 - Researchers

02. Marketing Research Procedure

- Marketing Research Procedure
 - 3) Establishing a research plan
 - Research goal
 - Research contents
 - Research methods
 - Research budget
 - Research schedule

02. Marketing Research Procedure

- Marketing Research Procedure
 - 4) Collecting data
 - Types of data
 - Primary data
 - Secondly data
 - Selecting samples
 - Probability sampling
 - Non-probability sampling

02. Marketing Research Procedure

- Marketing Research Procedure
 - 5) Analyzing data
 - Editing data
 - Coding data
 - Analyzing data

02. Marketing Research Procedure

- Marketing Research Procedure
 - 6) Interpreting results and setting a strategy