

Social Media Marketing Research

社會媒體行銷研究

Marketing Research

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Thu 7,8 (14:10-16:00) L511

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課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	101/02/16	Course Orientation of Social Media Marketing Research
2	101/02/23	Social Media: Facebook, Youtube, Blog, Microblog
3	101/03/01	Social Media Marketing
4	101/03/08	Marketing Research
5	101/03/15	Marketing Theories
6	101/03/22	Measuring the Construct
7	101/03/29	Measurement and Scaling
8	101/04/05	教學行政觀摩日 (--No Class--)
9	101/04/12	Paper Reading and Discussion

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	101/04/19	Midterm Presentation
11	101/04/26	Exploratory Factor Analysis
12	101/05/03	Paper Reading and Discussion
13	101/05/10	Confirmatory Factor Analysis
14	101/05/17	Paper Reading and Discussion
15	101/05/24	Communicating the Research Results
16	101/05/31	Paper Reading and Discussion
17	101/06/07	Term Project Presentation 1
18	101/06/14	Term Project Presentation 2

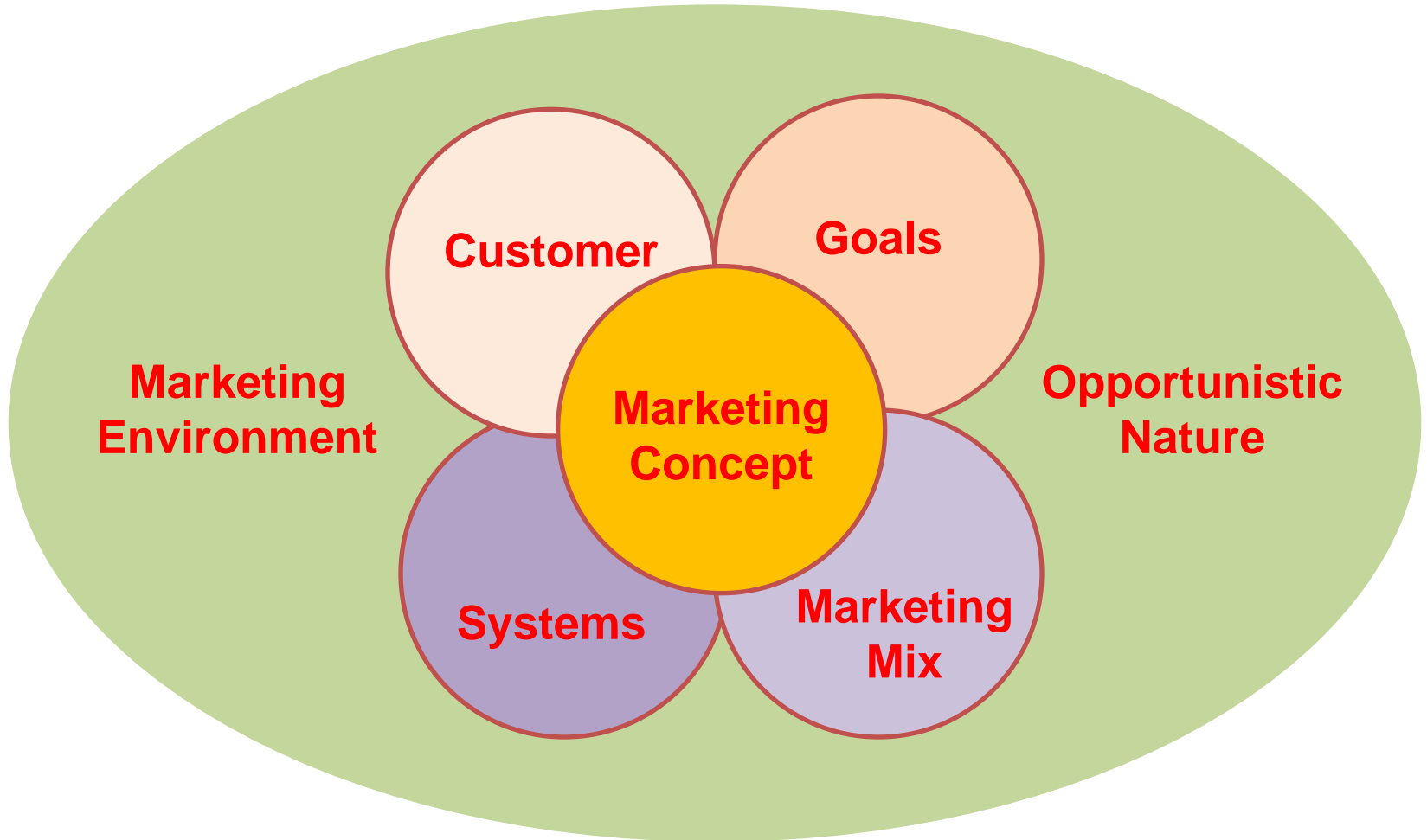
Outline

- Marketing Research
- Importance of Marketing Research to Management
- The Marketing Research Process

Marketing Research

- Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

The Nature of Marketing Research



Definition of Marketing Research

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graph TD; A[Definition of Marketing Research] --> B((Customer Orientation)); A --> C((Goals Orientation)); A --> D((Systems Orientation));
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**Customer
Orientation**

**Goals
Orientation**

**Systems
Orientation**

Marketing Research

- Marketing Research is the function that links the consumer, customer, and public to the marketer through information that is used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.
- Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

The Marketing Research Impact

Its Importance to Management – Three Critical Roles

- Descriptive
 - The gathering and presenting of statements of fact
- Diagnostic
 - The explanation of data or actions
- Predictive
 - The specification of how to use descriptive and diagnostic research to predict the results of a planned marketing decision

The Problem Definition Process

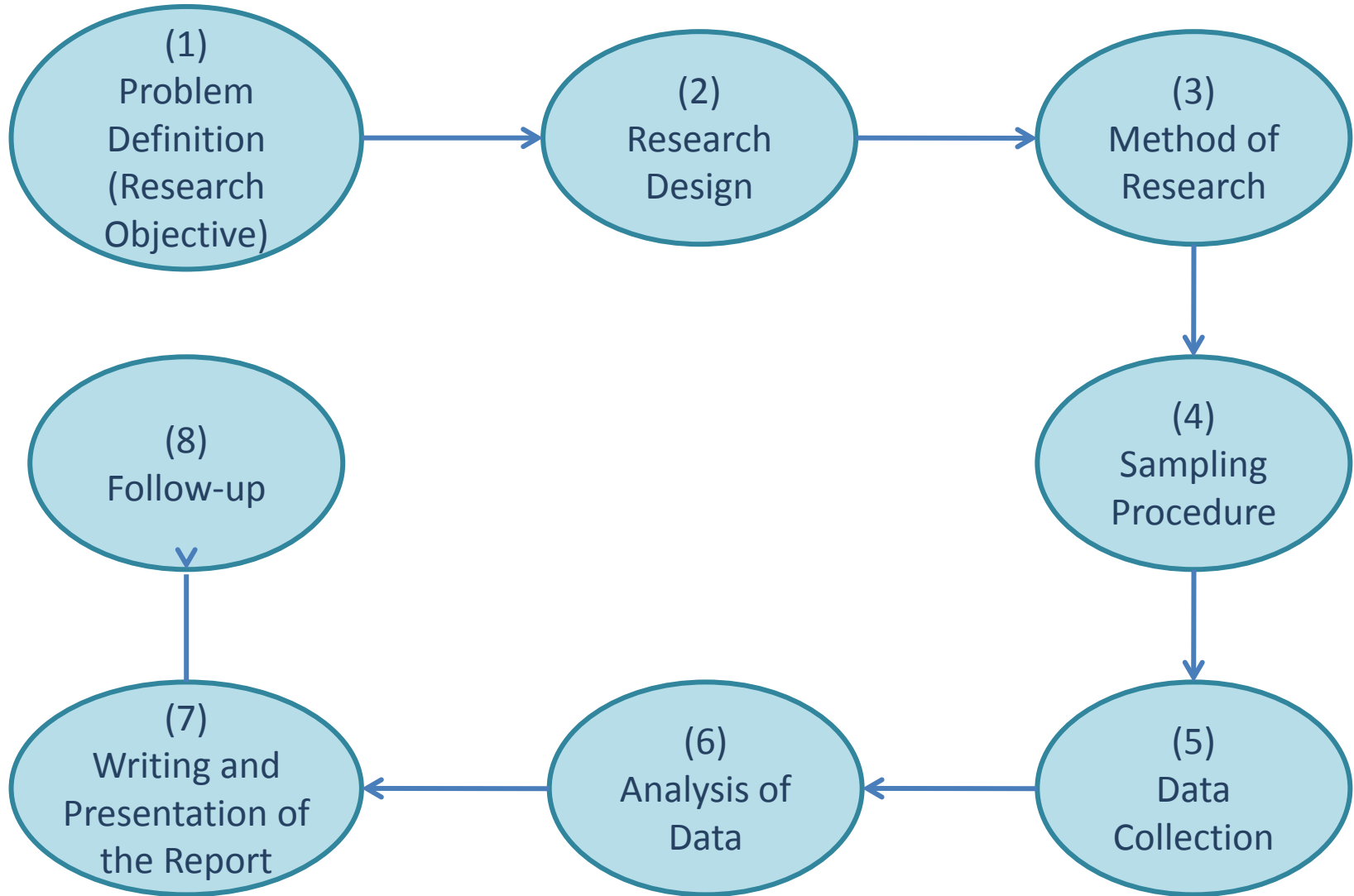
8 Steps

1. Recognize the problem or opportunity
2. Find out why the information is being sought
3. Understand the decision making environment
4. Use the symptoms to help clarify the problem
5. Translate management problem to marketing research problem
6. Determine whether the information already exists
7. Determine whether the question can be answered
8. State the research objectives

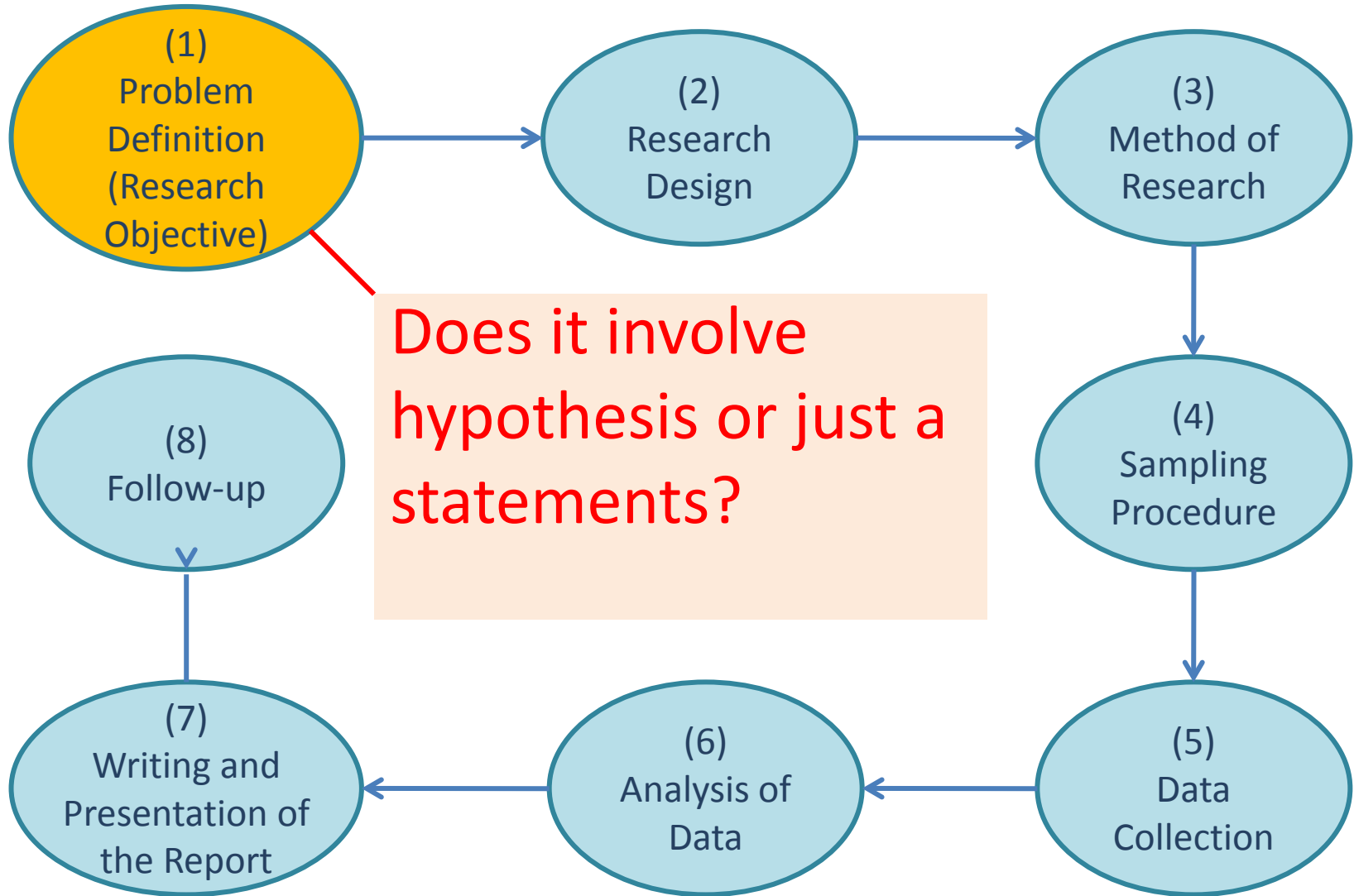
Understand the Decision-Making Environment



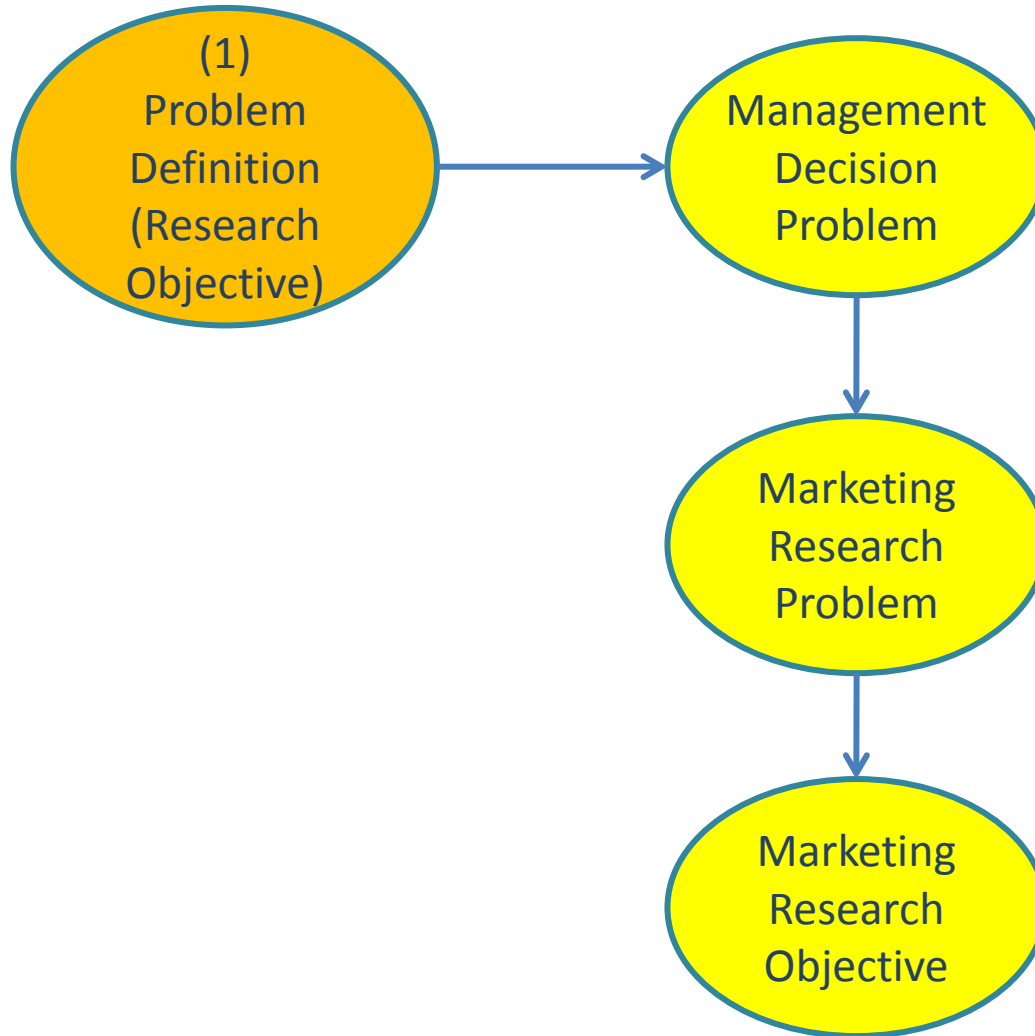
The Marketing Research Process



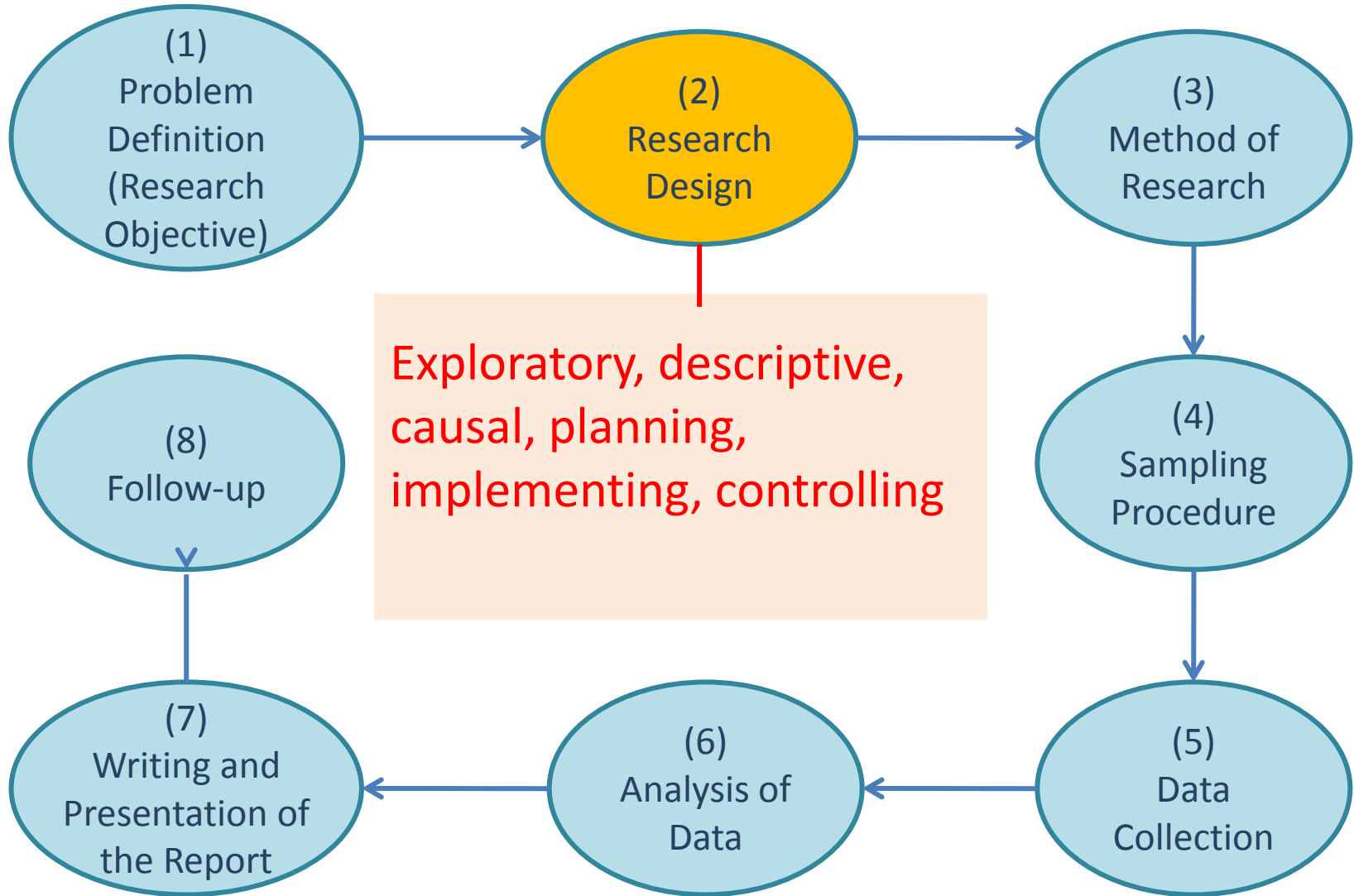
The Marketing Research Process



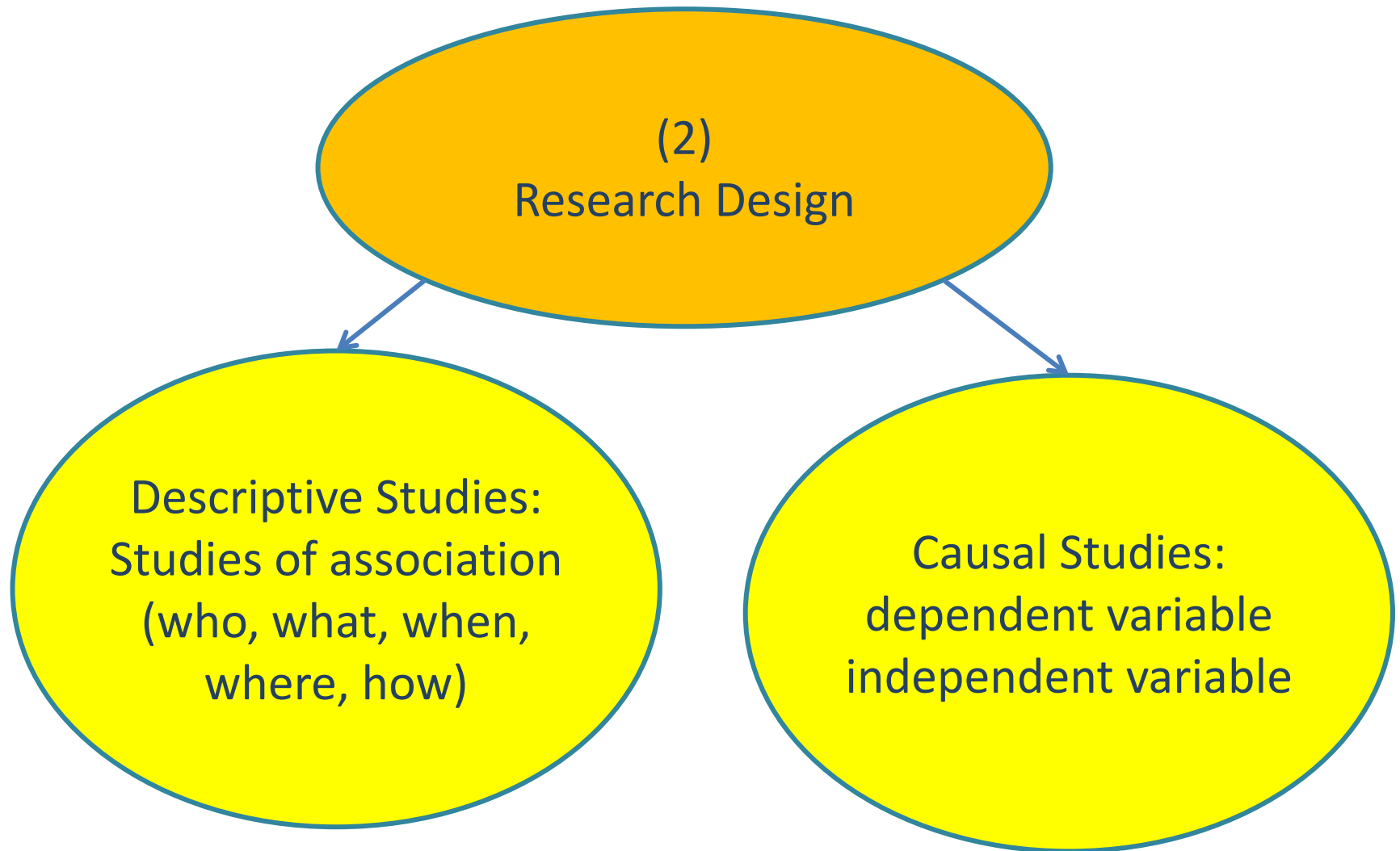
The Marketing Research Process



The Marketing Research Process



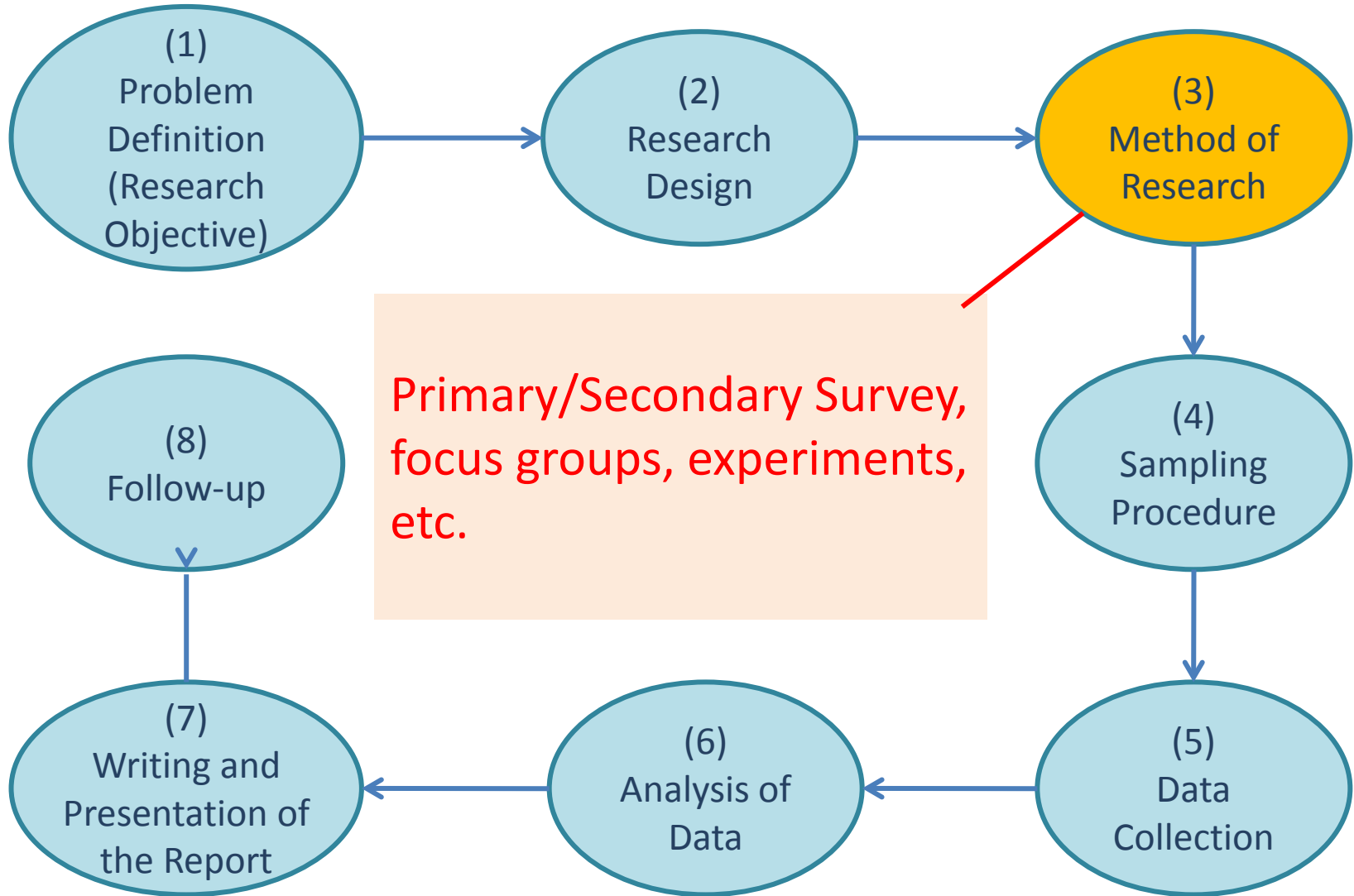
The Marketing Research Process



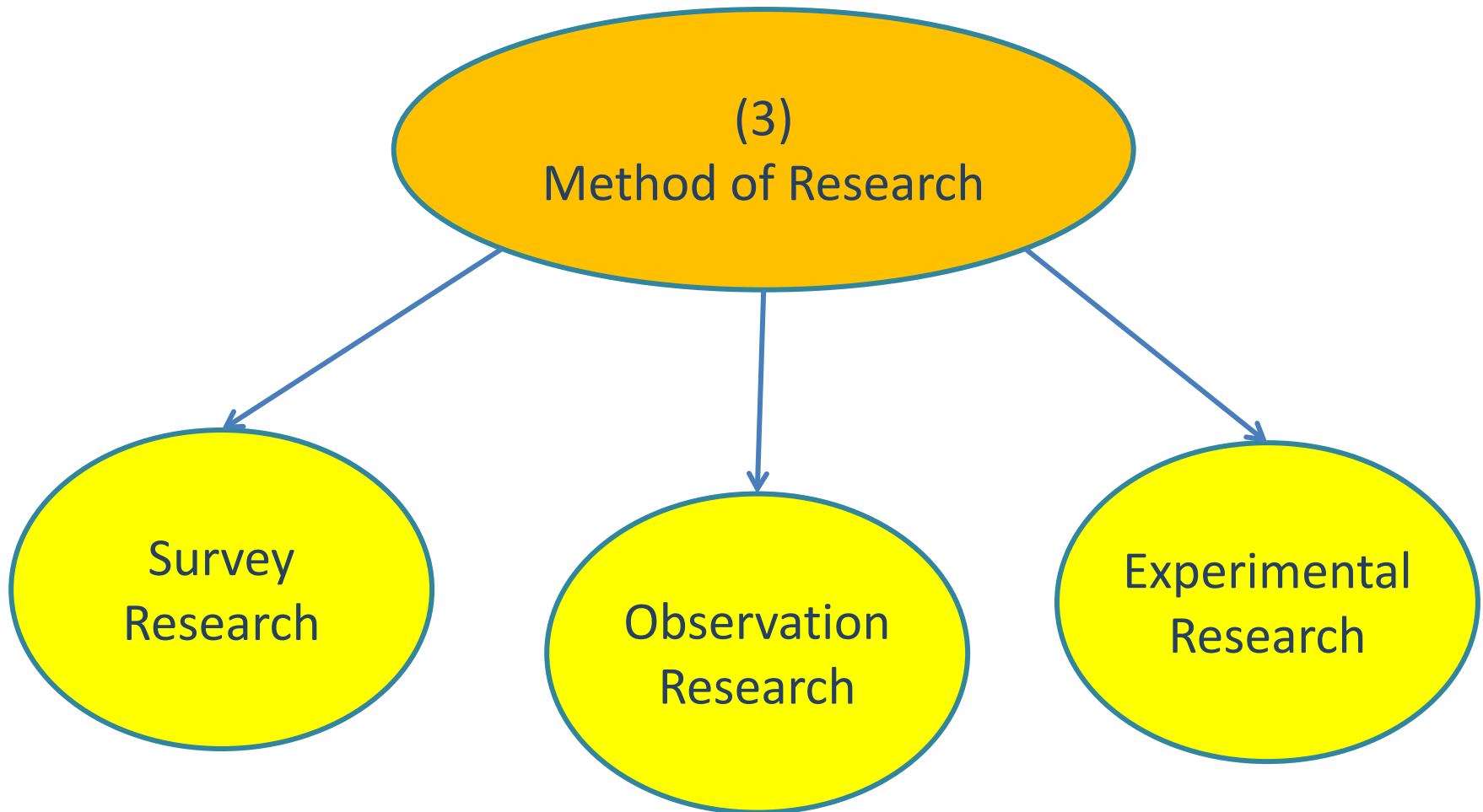
Marketing Research Design

- Marketing Research Design
 - “The plan to be followed to answer the marketing research objectives.”
- It is the detailed blueprint used to guide the research study towards its objectives including what and how you will conduct the research study.

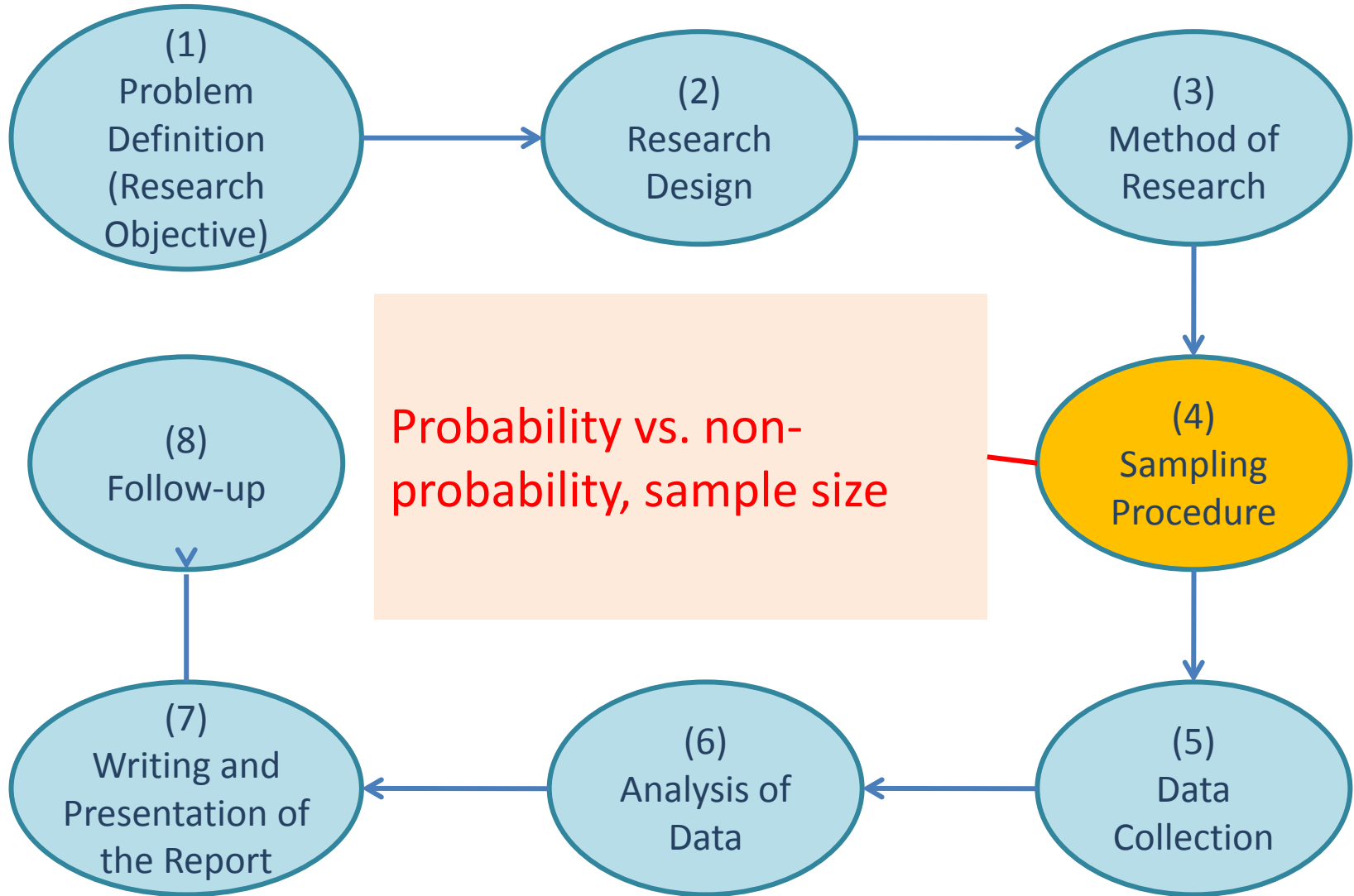
The Marketing Research Process



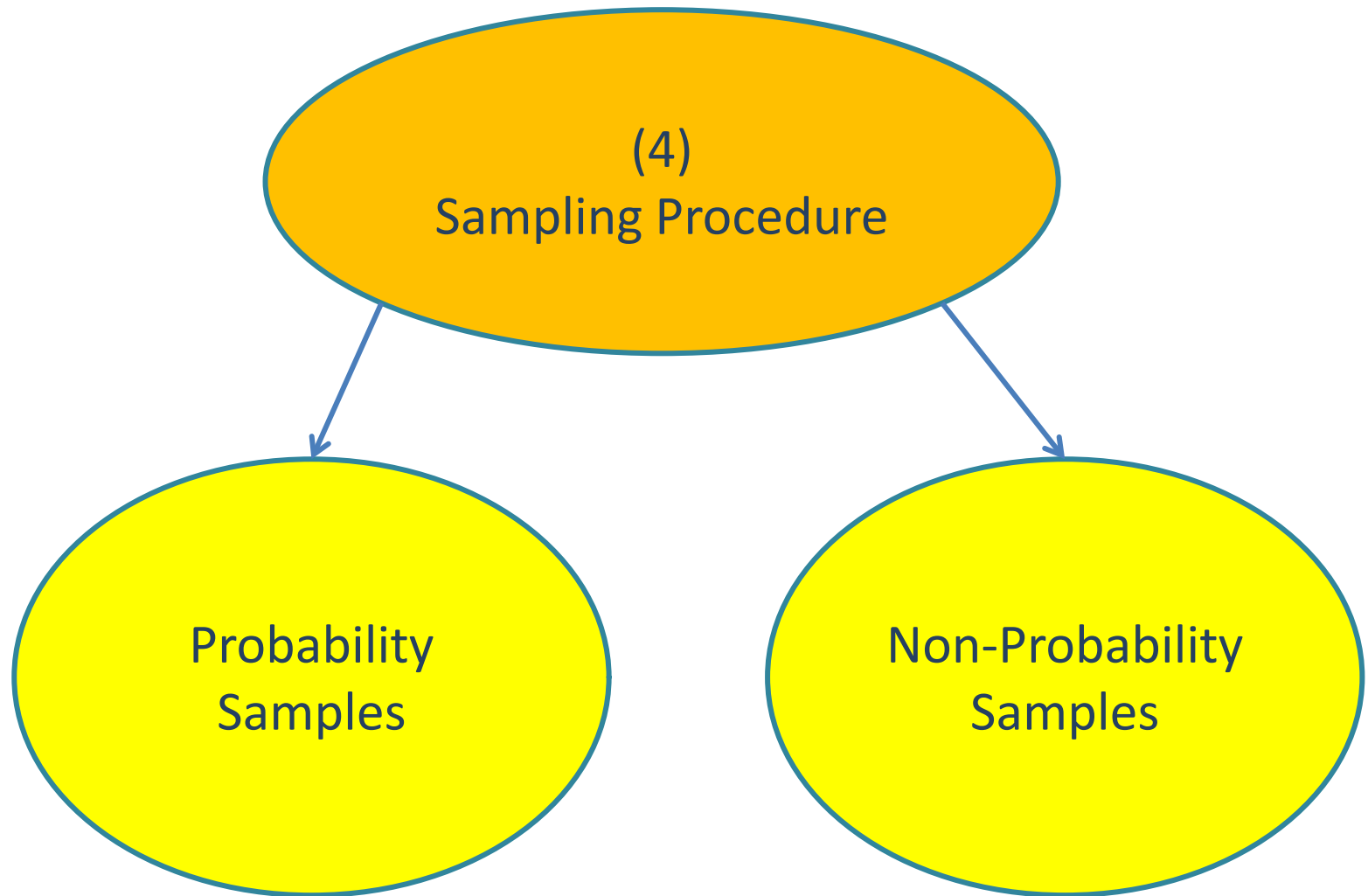
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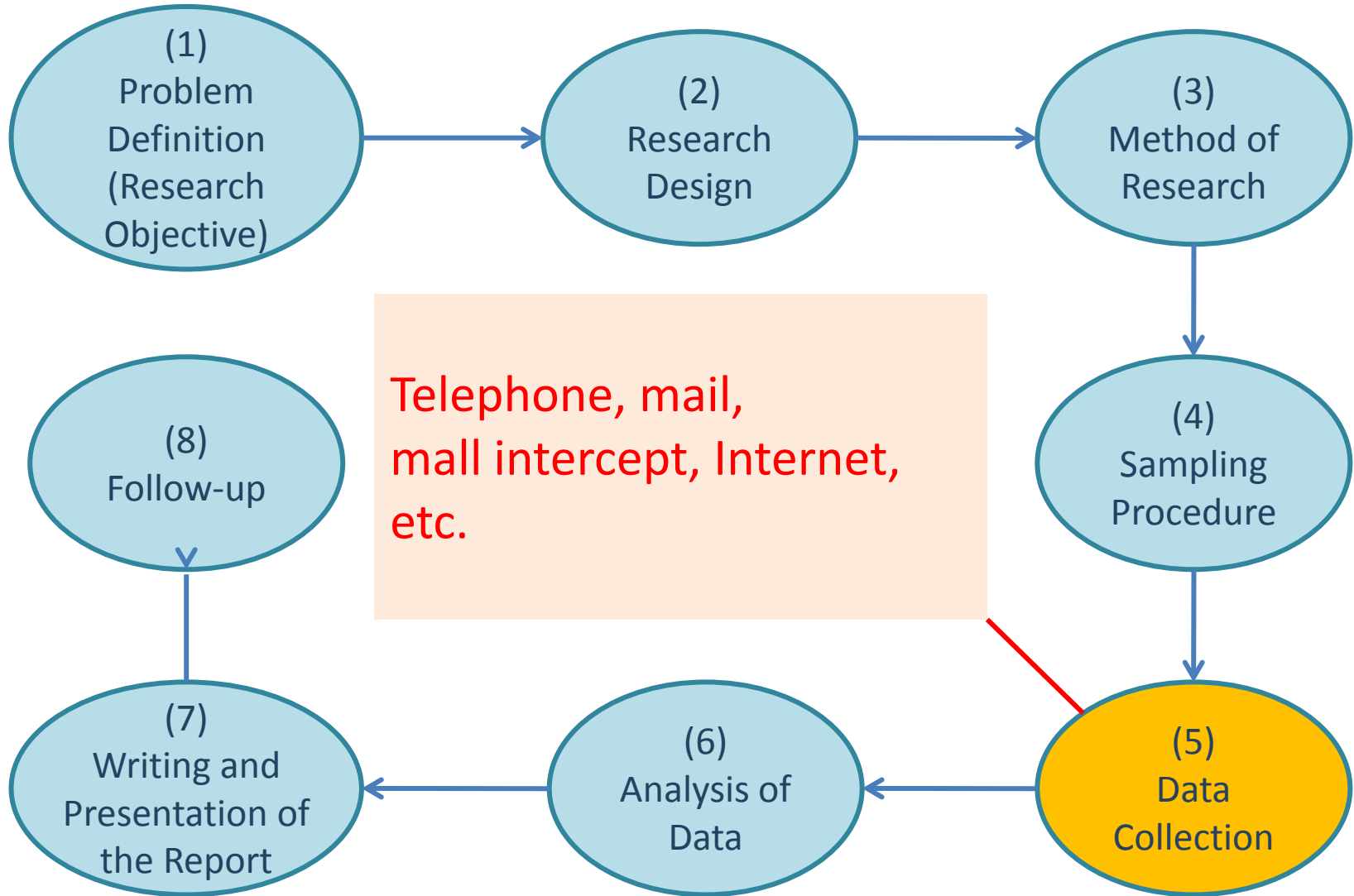
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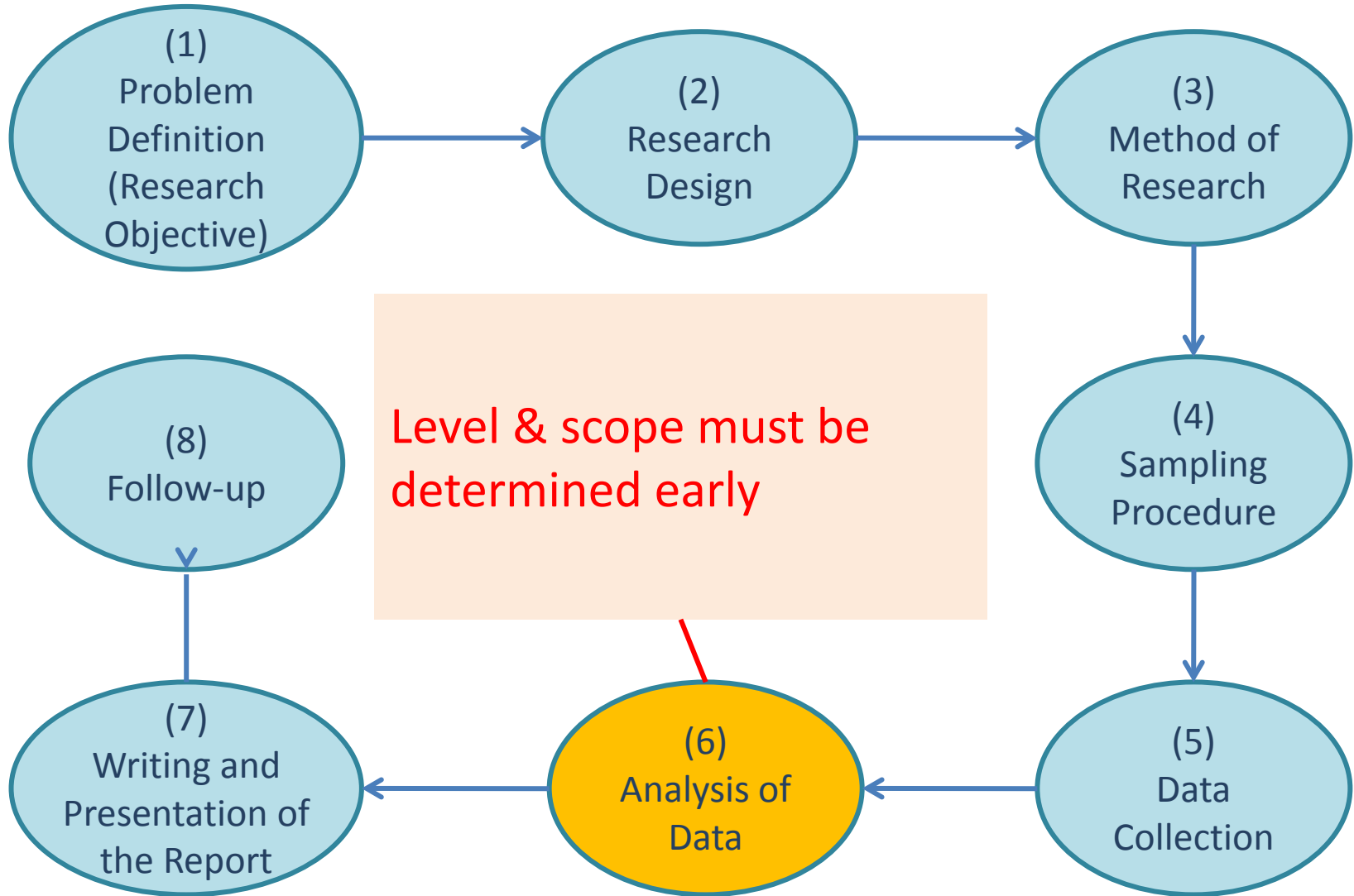
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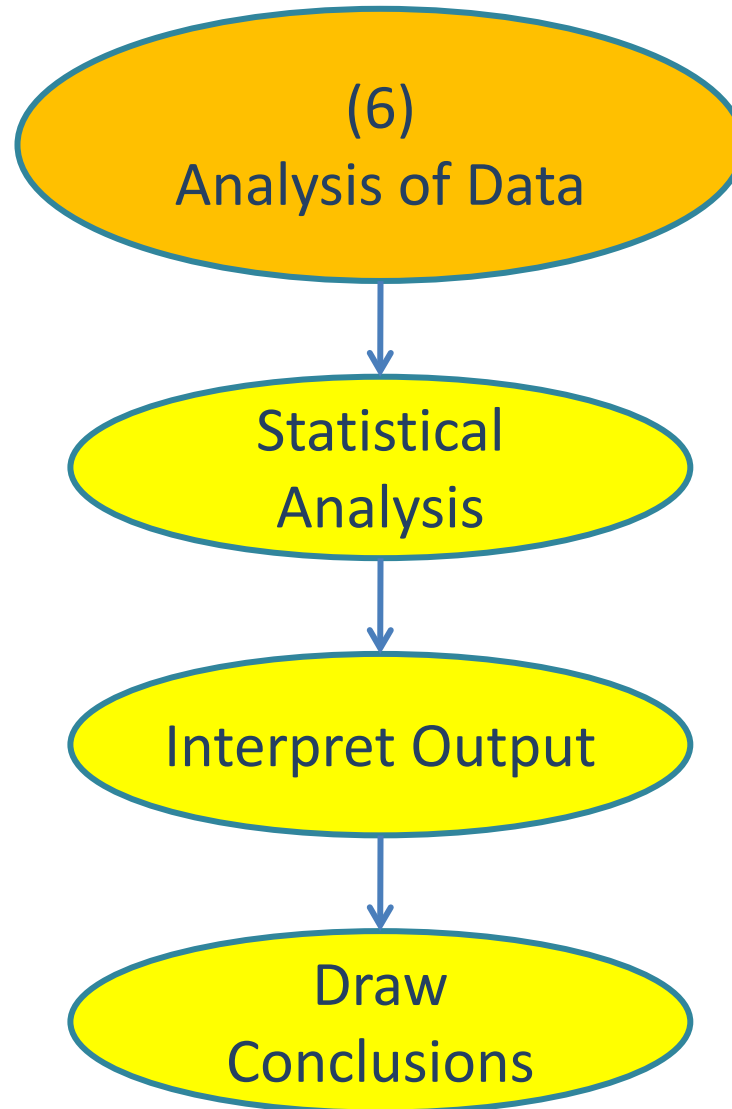
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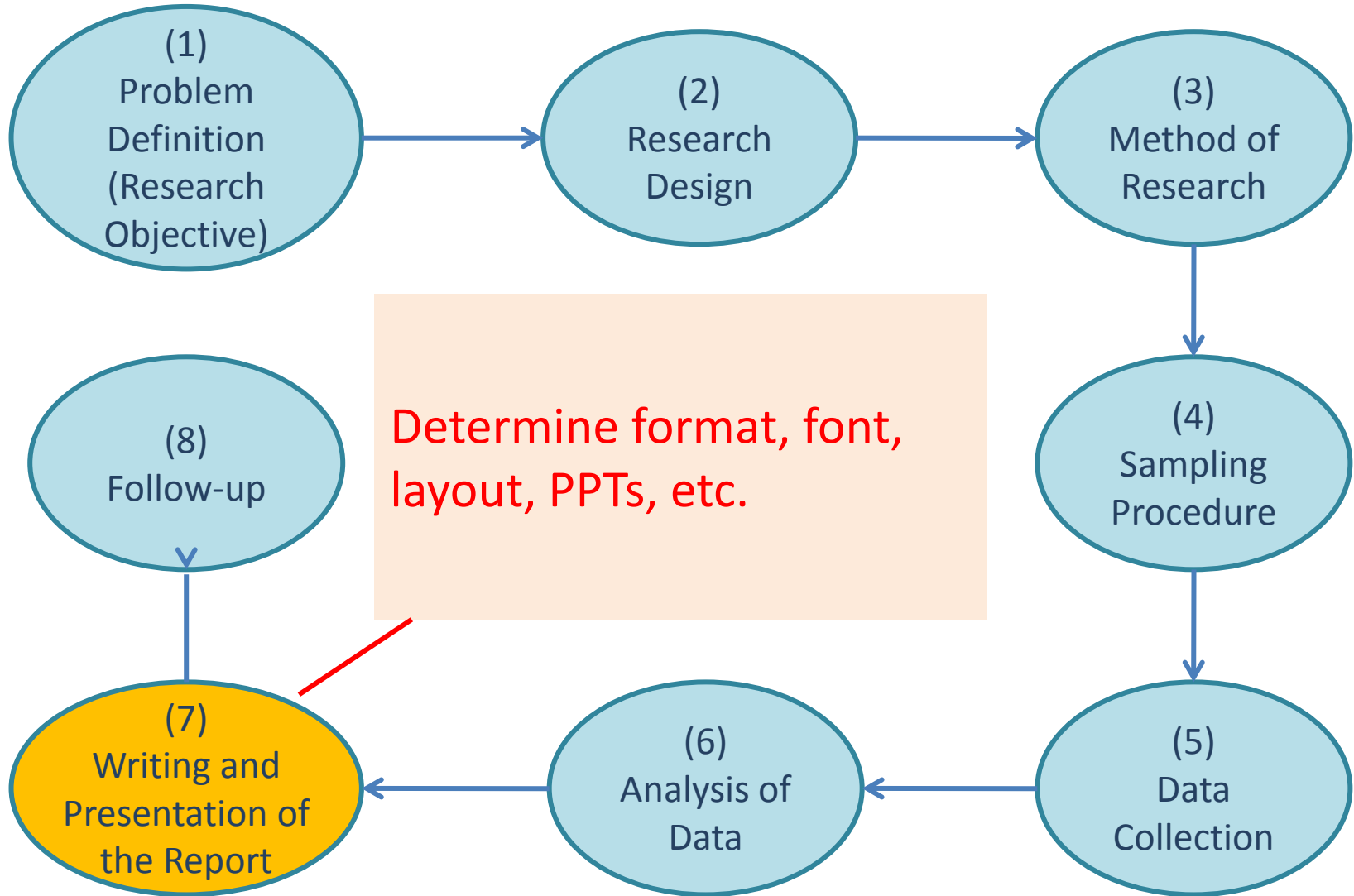
The Marketing Research Process



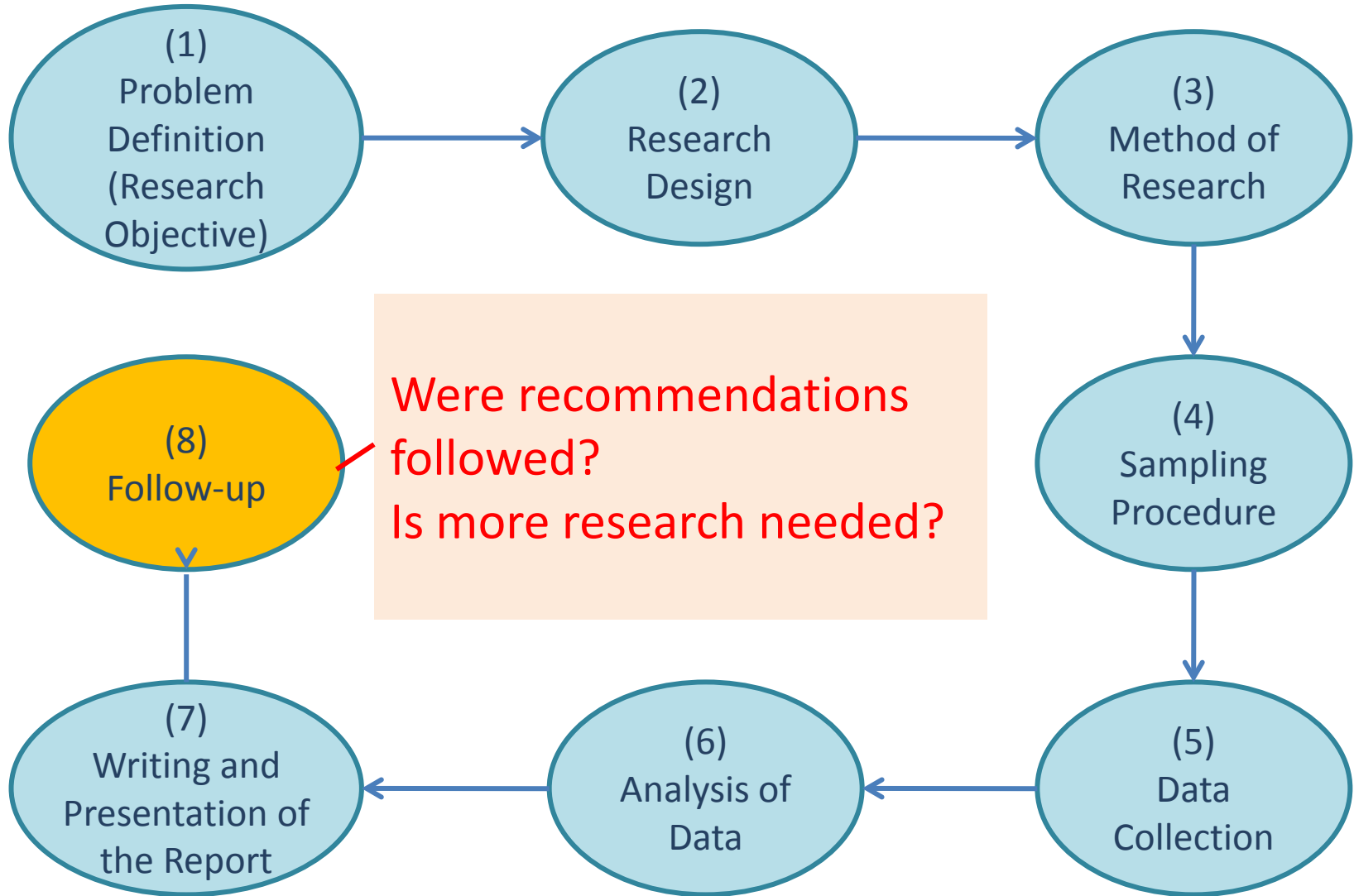
The Marketing Research Process



The Marketing Research Process



The Marketing Research Process



Summary

- Marketing Research
- Importance of Marketing Research to Management
- The Marketing Research Process