

### Course Outline for Market Research: DO IT YOURSELF

This 4-day virtual workshop was designed to adapt to the current challenges of the pandemic. Agencies/organizations slashed their funding for research. Therefore, employees must step up and help the organization in gaining market insight. This course applies to the following individuals:

- *Professors/faculties teaching market research*
- *Entrepreneurs*
- *Government employees*

This course will provide participants with an in-depth understanding of market research. Participants will be involved in a practical application of market research via a group project which will focus on a real company situation. Participants will write a research brief, determine the research methodology and conduct interviews and surveys as required. Participants will be asked to present their findings in both written and oral form to their clients.

#### **Course Learning Outcomes**

- Knowledge and Understanding.
- **Conduct market research with less than the PHP20,000.00 budget.**
- This course is designed to provide participants with a basic understanding of the market research process and the role of market research in strategic decision-making. There will be a focus on understanding the theoretical components of research design and developing practical data collection, analysis, and interpretation skills.
- Through practical application within a market research project, participants will design a research project from selecting the appropriate research design, research method, choosing the correct sampling technique, new trends in data collection, and interpreting and writing data analysis.

#### **Learning Outcomes**

1. Discuss the managerial importance of market research and its role in marketing strategy
2. Provide a detailed overview of the stages in the market research process
3. Develop a market research design that incorporates appropriate research approaches, including measurement instruments and sampling frames.
4. Use contemporary statistical packages such as **JASP and JAMOV** (freewares) to analyze quantitative data.
5. Interpret data analysis in the context of the identified business problem.
6. Communicate research results in written and oral presentation formats.

## Course Outline

- Market Research and the Research Process
- The Nature of Qualitative Research
- The Nature of Quantitative Research
- Survey (Quantitative) Research
- Survey Design: Writing Questions
- Sampling and Data Collection
- An Overview of Statistical Analysis Techniques & Introduction to JASP & JAMOV
- Data Analysis:
  - Tests of Differences
  - Data Analysis: Tests of Associations
  - Data Analysis: Multivariate Analysis (Regression Analysis)
  - Cluster Analysis
  - Interpretation and Report Writing

## THE SPEAKERS



**LIZA LORENA C. JALA, PH.D.ED.-RE**

- **Consultant Statistician & Member of the Research Technical Review Committee** - Department of Internal Medicine, Vicente Sotto Memorial Medical Center
- **Consultant - Mactan** Cebu International Airport Authority, Customer Satisfaction Survey
- **Former Consultant Statistician on Customer Satisfaction** - Mandaue City Government on Business & Licensing Division
- **Doctor of Philosophy in Education major in Research and Evaluation**
  - University of San Carlos Recipient of CHED Dissertation Grant



**ARTURO PATUNGAN JR.**

- **Data Scientist**
- **Consultant**
- **Assistant Professor** - *University of Santo Tomas*
- **Ph.D. Mathematics Education (Candidate)** – *University of the Philippines, Diliman*
- **Master of Arts in Mathematics** - *University of the Philippines, Diliman*

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| <ul style="list-style-type: none"><li>• <b>Masters of Science Teaching major in Mathematics</b> - University of Cebu</li></ul> |  |
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**REQUIRED SOFTWARE/TECHNOLOGY:**

- The workshops of STRATOne are conducted virtually via Zoom.
- A **Gmail account** is required. Participants will be invited to join **Google Classroom**. Supplemental materials will be uploaded via Google Classroom. Participants are allowed to post questions and comments in the classroom; in turn, the moderator will route the query to the resource speakers.
- On days 3 and 4, participants will be using **JASP and JAMOVI** (these are freeware for data analysis).