

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*

<ul style="list-style-type: none">• Masters of Science Teaching major in Mathematics - University of Cebu	
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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).