



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Marketing Research	6120103140	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	6	August 12, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Dr. Sanaji, SE., M.Si		Dr. Yessy Artanti, SE., M.Si			Yuyun Isbanah, S.E., M.SM.	

Learning model	Project Based Learning
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course																																																																																																																						
	Program Objectives (PO)																																																																																																																						
	PO - 1	C6. Students are able to develop marketing research designs that are suitable for problem identification research or problem solving research.																																																																																																																					
	PO - 2	P5. Students are able to conduct marketing research within a limited scope by utilizing information technology honestly and responsibly.																																																																																																																					
	PO - 3	P5. Students are able to prepare marketing research reports according to the rules of scientific writing.																																																																																																																					
	PO - 4	A5. Students are able to prove that marketing research and its results have been carried out in accordance with the rules of marketing research.																																																																																																																					
	PO - 5	P5. Students are able to show tough, collaborative, innovative and adaptive character in marketing research learning activities.																																																																																																																					
	PLO-PO Matrix																																																																																																																						
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																							
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Short Course Description	The Marketing Research course is given to final year Bachelor of Management students with a concentration in marketing to further explore the methodology and techniques in conducting research in the field of marketing. Through this course students will learn the role of marketing research in making management decisions, formulating problems into a research design, designing data collection instruments, collecting and preparing data, carrying out data analysis using various statistical techniques, and writing up and presenting the results of data analysis in a format. scientific writing. The learning method applied is student-based constructivist, where students are active in searching for learning resources and constructing their knowledge according to learning objectives. The learning strategy implemented is project based-learning, where students are assigned to design and carry out marketing research according to the problem and research approach agreed with the lecturer. The output of this course is a marketing research report which is presented in class discussion.
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References	Main :
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1. Naresh K Malhotra. 2009. Marketing Research: An Applied Orientation . Prentice Hall, Inc.
2. William G Zikmund, Barry J Babin. 2007. Exploring Marketing Research, 9th Edition. Thomson South-Wester.
3. Joseph F Hair, Jr, William C Black, Barry J Babin, and Rolph E Anderson. 2009. Multivariate Data Analysis, 7th. Prentice Hall.
4. Bilson Simamora. 2005. Analisis Multivariat Pemasaran. Jakarta: PT Gramedia Pustaka Utama.
5. Nindria Untarini, Sanaji, Widyastuti, Tias Andarini I. 2022. Modul Riset Pemasaran. Universitas Negeri Surabaya

Supporters:

1. Philip Kotler and Kevin L. Keller, 2016, Marketing Management, 15th Edition, New Jersey: Prentice Hall
2. Singgih Santoso, 2012, Statistik Multivariat dengan SPSS, Jakarta: Elex Media Komputindo

Supporting lecturer

Dr. Sanaji, S.E., M.Si.
Widyastuti, S.Si., M.Si.

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to describe the characteristics of marketing research	1.1.1. Able to explain the meaning, classification and use of marketing research 2.1.2. Able to explain the position of marketing research in marketing information systems 3.1.3. Able to describe the marketing research process	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and Discussions 3 X 50		Material: characteristics of marketing research Reader: Naresh K Malhotra. 2009. Marketing Research: An Applied Orientation. Prentice Hall, Inc.	2%
2	Students are able to explain the process of defining marketing research problems	1.2.1. Able to describe and explain marketing management decision problems 2.2.2. Able to formulate marketing research problems and questions according to marketing management decision problems. 3.2.3. Able to identify information needs to solve marketing research problems	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and discussions 3 X 50		Material: marketing research problem definition process Reader: Naresh K Malhotra. 2009. Marketing Research: An Applied Orientation. Prentice Hall, Inc.	3%

3	Students are able to differentiate the characteristics and uses of exploratory design, descriptive research, and causal research in marketing research	1.3.1. Describe the types of marketing research design 2.3.2. Identify and develop an exploratory research design 3.3.3. Identify and develop a descriptive research design	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and Discussions 3 X 50		Material: distinguishing the characteristics and uses of exploratory design, descriptive research, and causal research in marketing research Reader: Naresh K Malhotra. 2009. <i>Marketing Research: An Applied Orientation.</i> Prentice Hall, Inc.	3%
4	Students are able to differentiate the characteristics and uses of exploratory design, descriptive research, and causal research in marketing research	1.4.1. Able to demonstrate causality phenomena in the field of marketing 4.2. Able to explain sources of invalidity in experiments 2.4.2. Able to explain sources of invalidity in experiments 3.4.3. Demonstrate the types of experiments in marketing research 4.4.4. Develop a causal research design	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and discussions 3 X 50		Material: distinguishing the characteristics and uses of exploratory design, descriptive research, and causal research in marketing research Reader: Naresh K Malhotra. 2009. <i>Marketing Research: An Applied Orientation.</i> Prentice Hall, Inc.	3%
5	Students are able to construct questionnaires according to marketing research problems and test the quality of the instrument	1.5.1. Able to design questionnaires using appropriate scales 2.5.2. Able to assess the validity and reliability of the questionnaire	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and discussions 3 X 50		Material: constructing a questionnaire according to marketing research problems and testing the quality of the instrument. Reference: Naresh K Malhotra. 2009. <i>Marketing Research: An Applied Orientation.</i> Prentice Hall, Inc.	3%
6	Students are able to choose collection techniques and determine the number of samples	1.6.1 Able to design sample selection 2.6.2 Determine sample size	Criteria: assessment rubric Form of Assessment : Participatory Activities	Lectures and Discussions 3 X 50		Material: techniques for taking and determining the number of samples Reference: Naresh K Malhotra. 2009. <i>Marketing Research: An Applied Orientation.</i> Prentice Hall, Inc.	2%

7	Students are able to prepare marketing research proposals	7.1. Able to prepare marketing research proposals according to decision problems, research problems, select library sources and develop hypotheses, choose sampling techniques, develop instruments to be used, determine data analysis techniques	Criteria: assessment rubric Form of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Assignment to prepare a 3 X 50 proposal		Material: preparing a marketing research proposal References: <i>William G Zikmund, Barry J Babin. 2007. Exploring Marketing Research, 9th Edition. Thomson South-Western.</i>	10%
8	MIDDLE SEMESTER EXAMINATION (UTS)	Review of Materials and Preparation of Research Proposals	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment, Test	Written test 3 X 50		Material: Preparation of a Marketing Research Proposal Bibliography: <i>William G Zikmund, Barry J Babin. 2007. Exploring Marketing Research, 9th Edition. Thomson South-Western.</i>	20%
9	Students are able to process and analyze marketing research data using OLS regression, logistic regression, and ANOVA	9.1. Able to process and analyze data using OLS regression analysis, logistic regression, and ANOVA	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Practicum with SPSS software and 3 X 50 structured assignments	Material: processing and analyzing marketing research data using OLS regression, logistic regression, and ANOVA Readers: <i>Joseph F Hair, Jr, William C Black, Barry J Babin, and Rolph E Anderson. 2019. Multivariate Data Analysis, 8th. Prentice Hall.</i> Material: OLS regression analysis, logistic regression, and ANOVA References: <i>Nindria Untarini, Sanaji, Widyastuti, Tias Andarini I. 2022. Marketing Research Module. Surabaya State University</i>	3%

10	Students are able to process and analyze marketing research data using factor analysis and conjoint analysis	10.1. Able to process and analyze data using factor analysis and conjoint analysis	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Practicum with SPSS software and 3 X 50 structured assignments	Material: processing and analyzing marketing research data using factor analysis and conjoint analysis. References: Joseph F Hair, Jr, William C Black, Barry J Babin, and Rolph E Anderson. 2019. <i>Multivariate Data Analysis, 8th.</i> Prentice Hall. Material: factor analysis and conjoint analysis References: Nindria Untarini, Sanaji, Widyastuti, Tias Andarini I. 2022. <i>Marketing Research Module.</i> Surabaya State University	3%
11	Students are able to process and analyze marketing research data using cluster analysis and discriminant analysis	11.1. Able to process and analyze data using cluster analysis and discriminant analysis	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Practicum with SPSS software and 3 X 50 structured assignments	Material: processing and analyzing data using cluster analysis and discriminant analysis. References: Joseph F Hair, Jr, William C Black, Barry J Babin, and Rolph E Anderson. 2019. <i>Multivariate Data Analysis, 8th.</i> Prentice Hall. Material: cluster analysis and discriminant analysis References: Nindria Untarini, Sanaji, Widyastuti, Tias Andarini I. 2022. <i>Marketing Research Module.</i> Surabaya State University	3%
12	Students are able to process and analyze marketing research data using multidimensional scaling (MDS) analysis	12.1. Able to process and analyze data using Multidimensional Scaling (MDS) analysis	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Practicum with SPSS software and 3 X50 structured assignments	Material: processing and analyzing marketing research data using multidimensional scaling (MDS) analysis. References: Joseph F Hair, Jr, William C Black, Barry J Babin, and Rolph E Anderson. 2019. <i>Multivariate Data Analysis, 8th.</i> Prentice Hall.	3%

13	Students are able to demonstrate real marketing research results	13.1. Students are able to collect, process, interpret and present real marketing research results on purchasing behavior research topics, identify the relevance of marketing research results to marketing decisions.	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Field practice and structured assignments 3 X 50	Material: demonstrating real marketing research results Reader: <i>Bilson Simamora. 2005. Multivariate Marketing Analysis. Jakarta: PT Gramedia Pustaka Utama.</i>	5%
14	Students are able to demonstrate real marketing research results.	14.1. Students are able to collect, process, interpret and present real marketing research results on segmentation research topics, identify the relevance of marketing research results to marketing decisions	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Field practice and structured assignments 3 X 50	Material: demonstrating real marketing research results Reader: <i>Bilson Simamora. 2005. Multivariate Marketing Analysis. Jakarta: PT Gramedia Pustaka Utama.</i>	5%
15	Students are able to demonstrate real marketing research results	15.1. Students are able to collect, process, interpret and present real marketing research results on brand positioning research topics, identify the relevance of marketing research results to marketing decisions	Criteria: assessment rubric Form of Assessment : Project Results Assessment / Product Assessment		Field practice and structured assignments	Material: demonstrating real marketing research results Reader: <i>Bilson Simamora. 2005. Multivariate Marketing Analysis. Jakarta: PT Gramedia Pustaka Utama.</i>	5%
16	FINAL SEMESTER EXAMINATION (UAS)	Review of materials and data processing practices	Criteria: Assessment rubric Form of Assessment : Project Results Assessment / Product Assessment	Practice and drill 3 X 50		Material: OLS regression analysis, logistic regression and ANOVA, factor analysis and conjoint analysis, cluster analysis and discriminant analysis, Multidimensional scaling (MDS) analysis, real marketing research results purchasing behavior research topics, relevance of marketing research results to marketing decisions. Bibliography: <i>Bilson Simamora. 2005. Multivariate Marketing Analysis. Jakarta: PT Gramedia Pustaka Utama.</i>	30%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	18%
2.	Project Results Assessment / Product Assessment	72%
3.	Test	10%
		100%

Notes

1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.