	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL AND POLITICAL SCIENCE** **BACHELOR PROGRAM OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CUD/BACHELOR OF COMMUNICATION SCIENCE /S1/1531073/2023

COURSE UNIT DESCRIPTION (CUD)

COURSE UNIT (CU) & CODE: Marketing Communication Research	**COURSE UNIT CLUSTER (CUC):** Communication	**ECTS CREDITS ALLOCATED:** T= 4.8 P= -	**SEMESTER:** 5 th
LANGUAGE OF INSTRUCTION: Bahasa Indonesia	**COURSE UNIT TYPE:** Compulsory	**DATE CREATED:** 10/01/2022	Level of course unit (according to EQF): Level 6 First Cycle Bachelor

AUTHORIZED	**LECTURER OF CUD CREATOR:** Reny Triwardhani	**CUC COORDINATOR:** - Reny Triwardhani	**COORDINATOR STUDY PROGRAM:** Arif Wibawa, M.Si.

Learning Outcome (LO)	**Program Learning Outcome in Course Unit (PLO-CU)**	
	A2	Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila;
	K1	Students are able to explain scientific paradigms, perspectives, traditions and theories to support analytical skills in the field of communication.
	GS3	Able to produce quality independent and group performance according to communication standards and ethics
	SS2	Able to analyze messages using communication concepts and theories to solve communication

		problems

Course Description
This course provides an in-depth understanding of research methods and techniques used in marketing communication. Students will learn to design, conduct, and analyze research studies to gain insights into consumer behavior, advertising effectiveness, and market trends. Emphasis will be placed on both qualitative and quantitative research approaches. The course will also cover ethical considerations and practical applications of research findings in marketing communication campaigns.

Learning Objectives
By the end of this course, students will be able to:
1. Understand the importance of research in marketing communication.
2. Identify and apply appropriate research methods and techniques.
3. Design and conduct research studies to gather relevant data.
4. Analyze and interpret research findings to gain insights.
5. Apply research findings to develop effective marketing communication strategies.
6. Demonstrate ethical considerations in conducting research in marketing communication.

Course Structure

Week	Topic	Readings
1	Introduction to Research in Marketing Communication	Chapter 1: Marketing Research: Process and Systems

Week	Topic	Readings
2	The Research Process	Chapter 2: The Research Process
3	Problem Definition and Research Objectives	Chapter 3: Problem Definition and Research Design
4	Qualitative Research Methods	Chapter 6: Qualitative Research
5	Quantitative Research Methods	Chapter 7: Survey Research
6	Sampling Techniques	Chapter 8: Sampling: Design and Procedures

Week	Topic	Readings
7	Data Collection Methods	Chapter 9: Data Collection: Questionnaires
8	Midterm Examination	
9	Data Analysis and Interpretation	Chapter 12: Data Preparation and Analysis
10	Advertising Research	Chapter 14: Advertising Research
11	Consumer Behavior Research	Chapter 16: Consumer Behavior

Week	Topic	Readings
12	Market Segmentation and Targeting	Chapter 18: Market Segmentation
13	Ethical Considerations in Marketing Research	Chapter 4: Ethical and Legal Issues
14	Applied Research in Marketing Communication	Case Studies
15	Research Presentation and Discussion	
16	Final Examination	

Assessment
- Midterm Examination: 30%
- Final Examination: 40%
- Research Project: 20%
- Class Participation: 10%

Recommended Readings
1. Advertising Research: Theory and Practice (2nd Edition) by Joel J. Davis and Robert J. Gatchel
2. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition) by Paul W. Farris and Neil T. Bendle
3. Marketing Research: An Applied Orientation (7th Edition) by Naresh K. Malhotra and David F. Birks
4. Advertising Research: Theory and Practice (2nd Edition) by Joel J. Davis and Robert J. Gatchel
5. Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2nd Edition) by Paul W. Farris and Neil T. Bendle