

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Applied Marketing Research

Course Code: MKT5612

Course Duration: Intensive Teaching Mode / One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) FB5612 Applied Marketing Research and Consulting Skills

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

The purpose of marketing research is to support managerial decision making. In this course, students will be introduced to the different stages of the marketing research process. The focus will be on how to: (1) improve students' analytical and problem-solving skills, 2) introduce students to different stages of the marketing research process including problem definition, research design, data collection and analyses, and report writing, 3) demonstrate the use of marketing research information in managerial decision making, and 4) enable students to become an effective decision maker.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify key functions of marketing research in organizations and critically review marketing research proposals and designs.		✓		
2.	Design and implement marketing research projects, including qualitative and quantitative research.			✓	
3.	Conduct appropriate data analysis, interpret results, and draw managerial implications.				✓
4.	Discuss ethic issues in marketing research.		✓		
5.	Collaborate with other students through discussion and work productively as part of a team.			✓	
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	Students will engage with concepts and knowledge of marketing research, identify contemporary marketing research methods, and explore the applications. .	✓	✓	✓	✓		
Readings	Students will pre-read the assigned chapters and other relevant materials.	✓	✓	✓	✓		
Computer Workshops	Students will participate in computer workshops to increase their knowledge on marketing research concepts and apply the knowledge to solve business problems.			✓	✓	✓	
Peer Discussion	Student will engage in structured discussion to improve their understanding of concepts and analysis of cases.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 65%							
Class participation	✓	✓	✓	✓	✓	10%	
Assignments	✓	✓	✓	✓		10%	
Mid-Term test	✓	✓	✓	✓		10%	
Group projects		✓	✓	✓	✓	35%	
Examination: 35% (duration: 2 hours)							
						100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class participation		<ol style="list-style-type: none"> Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations. Professionally present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Regularly participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations. Effectively present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Occasionally participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations. Present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Infrequently participate in class discussion by offering very limited ideas and asking very few questions related to marketing research in organizations. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Do not participate in class discussion by offering no ideas and asking no questions related to marketing research in organizations. Do not present and communicate marketing ideas in oral and/or written format in weekly classes.
2. Assignments		<ol style="list-style-type: none"> Accurately describe marketing research data and visualize those data in an informative way. Accurately distinguish between key statistical techniques used in analyzing marketing research data, and to apply those techniques in analysis. 	<ol style="list-style-type: none"> Effectively describe marketing research data and visualize the key aspects of those data. Effectively distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Adequately describe and visualize marketing research data. Adequately distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Insufficiently describe and visualize marketing research data. Insufficiently distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Fail to describe and visualize marketing research data. Fail to apply key statistical techniques in analysis.

3. Mid-term test		<ol style="list-style-type: none"> 1. Accurately identify key functions and roles of marketing research in marketing organization and accurately describe the entire marketing research process. 2. Accurately identify and explain the processes in both qualitative and quantitative research. 3. Exceptionally design and implement survey research. 	<ol style="list-style-type: none"> 1. Effectively identify key functions and roles of marketing research in marketing organization and describe the entire marketing research process. 2. Effectively identify and explain the processes in both qualitative and quantitative research. 3. Effectively design and implement survey research. 	<ol style="list-style-type: none"> 1. Adequately identify key functions and roles of marketing research and describe the marketing research process. 2. Adequately identify and explain the procedures in either qualitative or quantitative research. 3. Adequately design and implement survey research. 	<ol style="list-style-type: none"> 1. Insufficiently identify key functions and roles of marketing research and insufficiently describe the marketing research process. 2. Insufficiently identify and explain the processes in either qualitative or quantitative research. 3. Insufficiently design and implement survey research. 	<ol style="list-style-type: none"> 1. Fail to identify key functions and roles of marketing research and fail to describe the marketing research process. 2. Fail to identify or explain the processes in qualitative or quantitative research. 3. Fail to design and implement survey research.
4. Group projects		<ol style="list-style-type: none"> 1. Always contribute to teamwork proactively and enthusiastically. 2. Exceptionally apply course content in practical marketing research situations and design and develop appropriate research for business problems. 3. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information 	<ol style="list-style-type: none"> 1. Contribute to teamwork proactively. 2. Effectively apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 3. Demonstrate good competence to analyse marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information in an organized business report format. 	<ol style="list-style-type: none"> 1. Contribute to most teamwork but not all. 2. Adequately apply key concepts of marketing research with simple applications of research to business problems in practical situations. 3. Demonstrate acceptable ability to analyse marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information fairly in 	<ol style="list-style-type: none"> 1. Contribute to some teamwork. 2. Apply some components of marketing research in designing partial solutions to business problems in practical situations. 3. Demonstrate marginal ability to analyse marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information fairly in 	<ol style="list-style-type: none"> 1. Contribute little to teamwork. 2. Apply very limited components of marketing research in designing poor solutions to business problems in practical situations. 3. Demonstrate poor ability to analyse marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information poorly

		<p>excellently in a business report format.</p> <p>5. Show high standard of marketing research ethics.</p> <p>6. Excellently present and communicate marketing information in oral and electronic format.</p> <p>7. Provide excellent coverage of materials and contents and demonstrate excellent time management skills in the presentation.</p> <p>8. Provide quality answers to questions raised in the presentation Q & A session.</p>	<p>5. Show fair standard of marketing research ethics.</p> <p>6. Effectively present and communicate marketing information in oral and electronic format.</p> <p>7. Provide good coverage of materials and contents and demonstrate good time management skills in the presentation.</p> <p>8. Provide good answers to questions raised during the presentation Q & A session.</p>	<p>a business report format.</p> <p>5. Show acceptable standard of marketing research ethics.</p> <p>6. Adequately present and communicate marketing information in oral and electronic format (with some areas need improvement).</p> <p>7. Provide fair coverage of materials and contents and acceptable time management skills in the presentation.</p> <p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>a business report format.</p> <p>5. Show minimal standard of marketing research ethics.</p> <p>6. Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).</p> <p>7. Provide marginal coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>in a business report format.</p> <p>5. Show no standard of marketing research ethics.</p> <p>6. Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement).</p> <p>7. Provide poor coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide poor answers to questions raised during the presentation Q & A session.</p>
5. Final Examination		<p>1. Identify all the key aspects of the course, with a high proficiency in integrating major marketing research concepts to solve marketing problems, and in defining, designing, and conducting the marketing research process.</p>	<p>1. Identify most of the key aspects of the course and integrate major marketing research concepts to solve marketing problems, and define, design, and conduct the marketing research process.</p> <p>2. Effectively identify various procedures in conducting qualitative</p>	<p>1. Identify some key aspects of the course, with some ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process.</p> <p>2. Identify basic procedures in conducting qualitative</p>	<p>1. Identify a few key aspects of the course, with limited ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process.</p> <p>2. Marginally identify basic procedures in</p>	<p>1. Fail to identify the key aspects of the course, with difficulty in integrating marketing research concepts into problem-solving, and in defining, designing, and conducting the marketing research process.</p> <p>2. Fail to effectively</p>

		<p>2. Accurately identify various procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Display exceptional competence in analyzing marketing data using key statistical techniques.</p> <p>4. Exceptionally apply course content in practical marketing research situations and excellently design appropriate research strategies for business problems.</p>	<p>and quantitative research and their relevant methodologies.</p> <p>3. Demonstrate good competence in analyzing marketing data using key statistical techniques.</p> <p>4. Effectively apply course content in practical marketing research situations and effectively design appropriate research for business problems.</p>	<p>and quantitative research and their relevant methodologies.</p> <p>3. Show a fair level of competence in analyzing marketing data using key statistical techniques.</p> <p>4. Adequately apply course content in practical marketing research situations and adequately design appropriate research for business problems.</p>	<p>conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Show a marginal level of competence in analyzing marketing data using key statistical techniques.</p> <p>4. Marginally apply course content in practical marketing research situations and to design research for business problems.</p>	<p>identify procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Fail to show competence in analyzing marketing data using key statistical techniques.</p> <p>4. Fail to apply course content effectively in practical marketing research situations and fail to design research for business problems.</p>
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Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class participation		<ol style="list-style-type: none"> Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations. Professionally present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Regularly participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations. Effectively present and communicate marketing ideas acceptably in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Infrequently participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations. Present and communicate marketing ideas in oral and/or written format in weekly classes. 	<ol style="list-style-type: none"> Do not participate in class discussion by offering no ideas and asking no questions related to marketing research in organizations. Do not present and communicate marketing ideas fairly in oral and/or written format in weekly classes.
2. Assignments		<ol style="list-style-type: none"> Accurately describe marketing research data and visualize those data in an informative way. Accurately distinguish between key statistical techniques used in analyzing marketing research data, and to apply those techniques in analysis. 	<ol style="list-style-type: none"> Effectively describe marketing research data and visualize the key aspects of those data. Effectively distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Adequately describe and visualize marketing research data. Adequately distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Fail to describe and visualize marketing research data. Fail to apply key statistical techniques in analysis.
3. Mid-term test		<ol style="list-style-type: none"> Accurately identify key functions and roles of marketing research in marketing organization and accurately describe the entire marketing research process. 	<ol style="list-style-type: none"> Effectively identify key functions and roles of marketing research in marketing organization and describe the entire marketing research process. 	<ol style="list-style-type: none"> Adequately identify key functions and roles of marketing research and describe the marketing research process. Adequately identify and explain the processes in either qualitative or quantitative research. 	<ol style="list-style-type: none"> Fail to identify key functions and roles of marketing research fail to describe the marketing research process. Fail to identify or explain the processes in qualitative or quantitative research.

		<p>2. Accurately identify and explain the processes in both qualitative and quantitative research.</p> <p>3. Exceptionally design and implement survey research.</p>	<p>2. Effectively identify and explain the processes in both qualitative and quantitative research.</p> <p>3. Effectively design and implement survey research.</p>	<p>3. Adequately design and implement survey research.</p>	<p>3. Fail to design and implement survey research.</p>
4. Group projects		<p>1. Always contribute to teamwork proactively and enthusiastically.</p> <p>2. Exceptionally apply course content in practical marketing research situations and design and develop appropriate research for business problems.</p> <p>3. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information excellently in a business report format.</p> <p>5. Show high standard of marketing research ethics.</p> <p>6. Excellently present</p>	<p>1. Contribute to teamwork proactively.</p> <p>2. Effectively apply course content in practical marketing research situations and design and develop appropriate research for business problems.</p> <p>3. Demonstrate good competence to analyse marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information in an organized business report format.</p> <p>5. Show good standard of marketing research ethics.</p> <p>6. Effectively present and communicate marketing information</p>	<p>1. Contribute to most teamwork but not all.</p> <p>2. Adequately apply key concepts of marketing research with simple applications of research to business problems in practical situations.</p> <p>3. Adequately analyse marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information acceptably in a business report format.</p> <p>5. Show acceptable standard of marketing research ethics.</p> <p>6. Adequately present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</p> <p>7. Provide fair coverage of materials and contents and acceptable time management skills in the presentation.</p>	<p>1. Contribute little to teamwork.</p> <p>2. Apply very limited components of marketing research in designing poor solutions to business problems in practical situations.</p> <p>3. Fail to analyse marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information poorly in a business report format.</p> <p>5. Show no standard of marketing research ethics.</p> <p>6. Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement).</p> <p>7. Provide poor coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide poor answers to questions raised during the presentation Q & A session.</p>

		<p>and communicate marketing information in oral and electronic format.</p> <p>7. Provide excellent coverage of materials and contents and demonstrate excellent time management skills in the presentation.</p> <p>8. Provide quality answers to questions raised in the presentation Q & A session.</p>	<p>in oral and electronic format.</p> <p>7. Provide good coverage of materials and contents and demonstrate good time management skills in the presentation.</p> <p>8. Provide good answers to questions raised during the presentation Q & A session.</p>	<p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	
5. Final Examination		<p>1. Identify all the key aspects of the course, with a high proficiency in integrating major marketing research concepts to solve marketing problems, and in defining, designing, and conducting the marketing research process.</p> <p>2. Accurately identify various procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Display exceptional</p>	<p>1. Identify most of the key aspects of the course and integrate major marketing research concepts to solve marketing problems, and define, design, and conduct the marketing research process.</p> <p>2. Effectively identify various procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Demonstrate good competence in analyzing marketing data using key statistical techniques.</p>	<p>1. Identify some key aspects of the course, with some ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process.</p> <p>2. Identify basic procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Show a fair level of competence in analyzing marketing data using key statistical techniques.</p> <p>4. Adequately apply course content in practical marketing research situations and design appropriate research for business problems.</p>	<p>1. Fail to identify the key aspects of the course, with difficulty in integrating marketing research concepts into problem-solving, and in defining, designing, and conducting the marketing research process.</p> <p>2. Fail to identify procedures in conducting qualitative and quantitative research and their relevant methodologies.</p> <p>3. Fail to show competence in analyzing marketing data using key statistical techniques.</p> <p>4. Fail to apply course content effectively in practical marketing research situations and fail to design appropriate research for business problems.</p>

		<p>competence in analyzing marketing data using key statistical techniques.</p> <p>4. Exceptionally apply course content in practical marketing research situations and design appropriate research strategies for business problems.</p>	<p>4. Effectively apply course content in practical marketing research situations and design appropriate research for business problems.</p>		
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Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Marketing Research Process; Decision Making; Exploratory Research Design; Descriptive Research Design; Causal Research Design; Measurement and Scaling; Questionnaire Design; Sampling; Data Preparation; Data Visualization; Data Analysis; Report Preparation and Presentation.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1. Naresh K. Malhotra, “*Marketing Research: An Applied Orientation*”, 7th edition, Global Edition, Pearson Education Limited, 2020.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Nil.