City University of Hong Kong Course Syllabus offered by College of Business with effect from Semester A 2024/25

Part I **Course Overview** Applied Marketing Research and Consulting Skills **Course Title:** FB5612 **Course Code:** One Semester **Course Duration:** 3 **Credit Units:** P5 Level: **English Medium of Instruction: English** Medium of **Assessment: Prerequisites:** Nil (Course Code and Title) **Precursors**: Nil (Course Code and Title) **Equivalent Courses:** Nil (Course Code and Title) **Exclusive Courses:** Nil (Course Code and Title)

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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)	curricu	ery-eni lum rel g outco	lated
				tick	where
			approp		1 40
			A1	A2	A3
1.	Identify key functions of marketing research in organizations and critically discuss the marketing research proposals and designs. Develop appropriate study design.	20%	√		
2.	Demonstrate quality data collection and develop research instruments (i.e., questionnaires and surveys).	20%		√	
3.	Identify proper sample and research participants; and collect appropriate data.	10%		√	
4.	Apply appropriate data analysis, interpret results, draw managerial implications, and present findings.	40%			✓
5.	Demonstrate discussions in class. Collaborate with other students through discussion and work productively as part of a team.	10%		√	
		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 self-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		LON	lo.	Hours/week		
		1	2	3	4	5	(if
							applicable)
Seminar	Students will engage in the discussion about	✓	✓	✓	✓	✓	
	the exercise provided in the seminars to learn						
	concepts and knowledge of marketing						
	research.						
Readings	Students will critically engage with books and	✓	✓	✓	✓	✓	
	articles related to their course topics.						
Peer-discussion	Students will engage in structured discussion	✓	✓	✓	✓	✓	
	with peers to identify areas to improve on in						
	their returned assessment tasks.						

4. Assessment Tasks/Activities (ATs)

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

Assessment Tasks/Activities	CII	CILO No.				Weighting	Remarks	
	1	2	3	4	5			
Continuous Assessment: 100%								
Class participation	✓	✓	✓	✓	✓		15%	
Group project presentation	✓	✓	✓	✓	✓		20%	
Group project report	✓	✓	✓	✓	√		20%	
Homework	✓	✓	✓	✓	✓		25%	
Midterm test	✓	✓	√	√	✓		20%	
Examination: 0% (duration: hours, if applicable)								

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	Good	Fair	Marginal	Failure
		(A+, A, A-)	(B+, B, B-)	(C+, C, C-)	(D)	(F)
Class participation		Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly.	 Proactively participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes. 	Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.	Reactively 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 fairly in oral and/or written format in weekly classes.	 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.
Group project presentation		 Present and communicate marketing information effectively and excellently in oral and electronic format. Show excellent coverage of materials and contents and demonstrate excellent time management skills. Provide quality answers to questions 	 Present and communicate marketing information effectively in oral and electronic format. Show good coverage of materials and contents and demonstrate good time management skills. Provide good answers to questions raised during the presentation 	Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement). Fair coverage of materials and contents and acceptable time management skills. Provide acceptable answers to questions raised during the	 Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement). Marginal coverage of materials and contents and poor time management skills. Provide fair answers 	 Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement). Poor coverage of materials and contents and poor time management skills. Provide poor answers

	raised in the presentation Q & A session.	Q & A session.	presentation Q & A session.	to questions raised during the presentation Q & A session.	to questions raised during the presentation n Q & A session.
Group project report	Demonstrate strong ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial. Present and organize marketing information excellently in a business report format. Enthusiastic, contribute to team work proactively. Show high standard of marketing research ethics implications.	 Demonstrate the ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information in an organized business report format. Contribute to team work proactively. Show acceptable standard of marketing research ethics. 	 Able to apply key concepts of marketing research with simple applications of research to business problems in practical situations. Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information fairly in a business report format. Active when prompt, contribute to team work. Show fair standard of marketing research ethics. 	 Able to apply some components of marketing research in designing partial solutions to business problems in practical situations. Demonstrate marginal ability to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information fairly in a business report format. Occasionally active when urged. Show minimal standard of marketing research ethics. 	 Able to apply very limited components of marketing research in designing poor solutions to business problems in practical situations. Demonstrate poor ability to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information poorly in a business report format. Rarely active when urged. Show no standard of marketing research ethics.

Homework		superior grasp jor concepts	• Show good and reasonable coverage of	Demonstrate acceptable command of a	• Show marginal command of course	 Show poor command of course materials,
		ed in class.	most aspects of the	reasonable	materials.	with the ability to
	- Show	excellent	concepts covered in	amount of materials	· Show marginal	describe very limited
	comn	nand of discussing	class.	covered in class.	command of	number of important
	class	materials in	 Show good command 	 Show acceptable 	discussing marketing	concepts of marketing
	answe	ering assigned	of discussing class	command of discussing	research process and	research.
	questi	ions.	materials in answering	class materials in	its key roles in	 Show poor command
	• Demo	onstrate excellent	assigned questions.	answering assigned	organizations in	of discussing marketing
	comp	etence in analyzing	 Demonstrate good 	questions.	answering assigned	research process and
	marke	eting data,	competence in analyzing	 Demonstrate acceptable 	questions.	its key roles in
		reting the results	marketing data,	ability in analyzing	 Demonstrate marginal 	organizations.
		rawing managerial	interpreting the results	marketing data,	ability in analyzing	 Demonstrate poor
	impli	cations.	and drawing managerial	interpreting the results	marketing data,	ability in analyzing
			implications.	and drawing managerial	interpreting the results	marketing data,
				implications.	and drawing	interpreting the
					managerial	results and drawing
					implications.	managerial
						implications.
Midterm test		superior grasp	· Show good and	Demonstrate acceptable	· Show marginal	· Show poor command
		aspects of the	reasonable coverage of	command of a	command of course	of course materials,
		e materials, with	most aspects of the	reasonable amount of	materials, with the	with the ability to
		oility to integrate	course materials, with	materials covered, with	ability to describe a	describe very limited
		concepts of	the ability to integrate	the ability to explain	few important	number of important
		eting research to	major concepts of	some linkages between	concepts of marketing	concepts of marketing
		eting problems.	marketing research to	marketing concepts and	research.	research.
		excellent	marketing problems.	marketing research.	· Show marginal	• Show poor command
		nand of discussing	· Show good command	Show acceptable	command of	of discussing marketing
	marke		of discussing marketing	command of discussing	discussing	research process and its
		rch process and	research process and its	marketing research	marketing research	key roles in
		y roles in	key roles in	process and its key roles	process and its key	organizations.
		izations.	organizations.	in organizations.	roles in organizations.	• Demonstrate poor
		nonstrate excellent	• Demonstrate good	Demonstrate acceptable	• Demonstrate	ability in analyzing
		etence in analyzing	competence in analyzing	ability in analyzing	marginal	marketing data,
		eting data,	marketing data,	marketing data,	ability in analyzing	interpreting the
		oreting the results	interpreting the	interpreting the	marketing data,	results and drawing
		rawing managerial	results and drawing	results and drawing	interpreting the results	managerial
	implic	cations.	managerial implications.	managerial implications.	and drawing	implications.
					managerial	
					implications.	

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent	Good	Marginal	Failure
		(A+, A, A-)	(B+, B)	(B-, C+, C)	(F)
Class participation		 Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly. 	 Proactively participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes. 	 Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes. 	 Reactively 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 fairly in oral and/or written format in weekly classes.
Group project presentation		 Present and communicate marketing information effectively and excellently in oral and electronic format. Show excellent coverage of materials and contents and demonstrate excellent time management skills. Provide quality answers to questions raised in the presentation Q & A session. 	 Present and communicate marketing information effectively in oral and electronic format. Show good coverage of materials and contents and demonstrate good time management skills. Provide good answers to questions raised during the presentation Q & A session. 	 Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement). Fair coverage of materials and contents and acceptable time management skills. Provide acceptable answers to questions raised during the presentation Q & A session. 	 Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement). Poor coverage of materials and contents and poor time management skills. Provide fair answers to questions raised during the presentation Q & A session.
Group project report		Demonstrate strong ability to apply course content in practical marketing research	Demonstrate the ability to apply course content in practical marketing	Able to apply key concepts of marketing research with simple applications of research	Able to apply some components of marketing research in designing partial

	situations and to design and develop appropriate research for business problems. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial. Present and organize marketing information excellently in a business report format. Enthusiastic, contribute to team work proactively. Show high standard of marketing research ethics implications.	research situations and to design and develop appropriate research for business problems. Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information in an organized business report format. Contribute to team work proactively. Show acceptable standard of marketing research ethics.	to business problems in practical situations. Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information fairly in a business report format. Active when prompt, contribute to team work. Show fair standard of marketing research ethics.	solutions to business problems in practical situations. Demonstrate marginal ability to analyze marketing data, interpret the results, and draw managerial implications. Present and organize marketing information fairly in a business report format. Occasionally active when urged. Show minimal standard of marketing research ethics.
Homework	 Show superior grasp of major concepts covered in class. Show excellent command of discussing class materials in answering assigned questions. Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Show good and reasonable coverage of most aspects of the concepts covered in class. Show good command of discussing class materials in answering assigned questions. Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Demonstrate acceptable command of a reasonable amount of materials covered in class. Show acceptable command of discussing class materials in answering assigned questions. Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Show poor command of course materials. Show poor command of discussing marketing research process and its key roles in organizations in answering assigned questions. Demonstrate marginal ability in analyzing marketing data, interpreting the results and drawing managerial implications.

Midterm test	Show superior grasp	Show good and	Demonstrate acceptable	· Show poor command of
	of all aspects of the	reasonable coverage of	command of a reasonable	course materials, with
	course materials, with	most aspects of the	amount of materials	the ability to describe a
	the ability to integrate	course materials, with	covered, with the ability	few important concepts
	major concepts of	the ability to integrate	to explain	of marketing research.
	marketing research to	major concepts of	some linkages between	• Show poor command of
	marketing problems.	marketing research to	marketing concepts and	discussing marketing
	· Show excellent command	marketing problems.	marketing research.	research process and its
	of discussing marketing	· Show good command	Show acceptable	key roles in
	research process and	of discussing	command of discussing	organizations.
	its key roles in	marketing research	marketing research	• Demonstrate poor
	organizations.	process and its key	process and its key roles	ability in analyzing
	Demonstrate excellent	roles in organizations.	in organizations.	marketing data,
	competence in analyzing	 Demonstrate good 	Demonstrate acceptable	interpreting the results
	marketing data,	competence in	ability in analyzing	and drawing managerial
	interpreting the results and	analyzing marketing	marketing data,	implications.
	drawing managerial	data, interpreting the	interpreting the	_
	implications.	results and drawing	results and drawing	
		managerial	managerial implications.	
		implications.		

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; Questionnaire Design; Sampling; Data Preparation; 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. Malhotra, Naresh K. "Marketing Research: An Applied Orientation (Global Edition)", 6th edition, Prentice Hall, 2010.

2.2 Additional Readings

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

1	Nil
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