

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

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**Part I Course Overview**

<b>Course Title:</b>	Applied Marketing Research and Consulting Skills
<b>Course Code:</b>	FB5612
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	Nil
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	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 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	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
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	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 (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Class participation		<ul style="list-style-type: none"> <li>Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations.</li> <li>Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly.</li> </ul>	<ul style="list-style-type: none"> <li>Proactively participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations.</li> <li>Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.</li> </ul>	<ul style="list-style-type: none"> <li>Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations.</li> <li>Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.</li> </ul>	<ul style="list-style-type: none"> <li>Reactively participate in class discussion by offering very limited ideas and asking very few questions related to marketing research in organizations.</li> <li>Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.</li> </ul>	<ul style="list-style-type: none"> <li>Do not participate in class discussion by offering no ideas and asking no questions related to marketing research in organizations.</li> <li>Do not present and communicate marketing ideas fairly in oral and/or written format in weekly classes.</li> </ul>
Group project presentation		<ul style="list-style-type: none"> <li>Present and communicate marketing information effectively and excellently in oral and electronic format.</li> <li>Show excellent coverage of materials and contents and demonstrate excellent time management skills.</li> <li>Provide quality answers to questions</li> </ul>	<ul style="list-style-type: none"> <li>Present and communicate marketing information effectively in oral and electronic format.</li> <li>Show good coverage of materials and contents and demonstrate good time management skills.</li> <li>Provide good answers to questions raised during the presentation</li> </ul>	<ul style="list-style-type: none"> <li>Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</li> <li>Fair coverage of materials and contents and acceptable time management skills.</li> <li>Provide acceptable answers to questions raised during the</li> </ul>	<ul style="list-style-type: none"> <li>Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).</li> <li>Marginal coverage of materials and contents and poor time management skills.</li> <li>Provide fair answers</li> </ul>	<ul style="list-style-type: none"> <li>Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement).</li> <li>Poor coverage of materials and contents and poor time management skills.</li> <li>Provide poor answers</li> </ul>

		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		<ul style="list-style-type: none"> <li>• Demonstrate strong ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.</li> <li>• Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial.</li> <li>• Present and organize marketing information excellently in a business report format.</li> <li>• Enthusiastic, contribute to team work proactively.</li> <li>• Show high standard of marketing research ethics implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.</li> <li>• Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information in an organized business report format.</li> <li>• Contribute to team work proactively.</li> <li>• Show acceptable standard of marketing research ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Able to apply key concepts of marketing research with simple applications of research to business problems in practical situations.</li> <li>• Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information fairly in a business report format.</li> <li>• Active when prompt, contribute to team work.</li> <li>• Show fair standard of marketing research ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Able to apply some components of marketing research in designing partial solutions to business problems in practical situations.</li> <li>• Demonstrate marginal ability to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information fairly in a business report format.</li> <li>• Occasionally active when urged.</li> <li>• Show minimal standard of marketing research ethics.</li> </ul>	<ul style="list-style-type: none"> <li>• Able to apply very limited components of marketing research in designing poor solutions to business problems in practical situations.</li> <li>• Demonstrate poor ability to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information poorly in a business report format.</li> <li>• Rarely active when urged.</li> <li>• Show no standard of marketing research ethics.</li> </ul>

Homework		<ul style="list-style-type: none"> <li>• Show superior grasp of major concepts covered in class.</li> <li>• Show excellent command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show good and reasonable coverage of most aspects of the concepts covered in class.</li> <li>• Show good command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate acceptable command of a reasonable amount of materials covered in class.</li> <li>• Show acceptable command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show marginal command of course materials.</li> <li>• Show marginal command of discussing marketing research process and its key roles in organizations in answering assigned questions.</li> <li>• Demonstrate marginal ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show poor command of course materials, with the ability to describe very limited number of important concepts of marketing research.</li> <li>• Show poor command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate poor ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>
Midterm test		<ul style="list-style-type: none"> <li>• Show superior grasp of all aspects of the course materials, with the ability to integrate major concepts of marketing research to marketing problems.</li> <li>• Show excellent command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show good and reasonable coverage of most aspects of the course materials, with the ability to integrate major concepts of marketing research to marketing problems.</li> <li>• Show good command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to explain some linkages between marketing concepts and marketing research.</li> <li>• Show acceptable command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show marginal command of course materials, with the ability to describe a few important concepts of marketing research.</li> <li>• Show marginal command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate marginal ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show poor command of course materials, with the ability to describe very limited number of important concepts of marketing research.</li> <li>• Show poor command of discussing marketing research process and its key roles in organizations.</li> <li>• Demonstrate poor ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>

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)
Class participation		<ul style="list-style-type: none"> <li>Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations.</li> <li>Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly.</li> </ul>	<ul style="list-style-type: none"> <li>Proactively participate in class discussion by offering some innovative ideas and asking questions related to marketing research in organizations.</li> <li>Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.</li> </ul>	<ul style="list-style-type: none"> <li>Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations.</li> <li>Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.</li> </ul>	<ul style="list-style-type: none"> <li>Reactively participate in class discussion by offering very limited ideas and asking very few questions related to marketing research in organizations.</li> <li>Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.</li> </ul>
Group project presentation		<ul style="list-style-type: none"> <li>Present and communicate marketing information effectively and excellently in oral and electronic format.</li> <li>Show excellent coverage of materials and contents and demonstrate excellent time management skills.</li> <li>Provide quality answers to questions raised in the presentation Q &amp; A session.</li> </ul>	<ul style="list-style-type: none"> <li>Present and communicate marketing information effectively in oral and electronic format.</li> <li>Show good coverage of materials and contents and demonstrate good time management skills.</li> <li>Provide good answers to questions raised during the presentation Q &amp; A session.</li> </ul>	<ul style="list-style-type: none"> <li>Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</li> <li>Fair coverage of materials and contents and acceptable time management skills.</li> <li>Provide acceptable answers to questions raised during the presentation Q &amp; A session.</li> </ul>	<ul style="list-style-type: none"> <li>Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).</li> <li>Poor coverage of materials and contents and poor time management skills.</li> <li>Provide fair answers to questions raised during the presentation Q &amp; A session.</li> </ul>
Group project report		<ul style="list-style-type: none"> <li>Demonstrate strong ability to apply course content in practical marketing research</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate the ability to apply course content in practical marketing</li> </ul>	<ul style="list-style-type: none"> <li>Able to apply key concepts of marketing research with simple applications of research</li> </ul>	<ul style="list-style-type: none"> <li>Able to apply some components of marketing research in designing partial</li> </ul>

		<p>situations and to design and develop appropriate research for business problems.</p> <ul style="list-style-type: none"> <li>• Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial.</li> <li>• Present and organize marketing information excellently in a business report format.</li> <li>• Enthusiastic, contribute to team work proactively.</li> <li>• Show high standard of marketing research ethics implications.</li> </ul>	<p>research situations and to design and develop appropriate research for business problems.</p> <ul style="list-style-type: none"> <li>• Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information in an organized business report format.</li> <li>• Contribute to team work proactively.</li> <li>• Show acceptable standard of marketing research ethics.</li> </ul>	<p>to business problems in practical situations.</p> <ul style="list-style-type: none"> <li>• Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information fairly in a business report format.</li> <li>• Active when prompt, contribute to team work.</li> <li>• Show fair standard of marketing research ethics.</li> </ul>	<p>solutions to business problems in practical situations.</p> <ul style="list-style-type: none"> <li>• Demonstrate marginal ability to analyze marketing data, interpret the results, and draw managerial implications.</li> <li>• Present and organize marketing information fairly in a business report format.</li> <li>• Occasionally active when urged.</li> <li>• Show minimal standard of marketing research ethics.</li> </ul>
Homework		<ul style="list-style-type: none"> <li>• Show superior grasp of major concepts covered in class.</li> <li>• Show excellent command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show good and reasonable coverage of most aspects of the concepts covered in class.</li> <li>• Show good command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate acceptable command of a reasonable amount of materials covered in class.</li> <li>• Show acceptable command of discussing class materials in answering assigned questions.</li> <li>• Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>• Show poor command of course materials.</li> <li>• Show poor command of discussing marketing research process and its key roles in organizations in answering assigned questions.</li> <li>• Demonstrate marginal ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>



Midterm test		<ul style="list-style-type: none"> <li>▪ Show superior grasp of all aspects of the course materials, with the ability to integrate major concepts of marketing research to marketing problems.</li> <li>▪ Show excellent command of discussing marketing research process and its key roles in organizations.</li> <li>▪ Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Show good and reasonable coverage of most aspects of the course materials, with the ability to integrate major concepts of marketing research to marketing problems.</li> <li>▪ Show good command of discussing marketing research process and its key roles in organizations.</li> <li>▪ Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to explain some linkages between marketing concepts and marketing research.</li> <li>▪ Show acceptable command of discussing marketing research process and its key roles in organizations.</li> <li>▪ Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Show poor command of course materials, with the ability to describe a few important concepts of marketing research.</li> <li>▪ Show poor command of discussing marketing research process and its key roles in organizations.</li> <li>▪ Demonstrate poor ability in analyzing marketing data, interpreting the results and drawing managerial implications.</li> </ul>
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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; 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. “ <i>Marketing Research: An Applied Orientation (Global Edition)</i> ”, 6 <sup>th</sup> edition, Prentice Hall, 2010.
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**2.2 Additional Readings**

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

1.	Nil.
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