

**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:	<u>Doctoral Studies: Empirical Marketing Research</u>
Course Code:	<u>MKT8633</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>Postgraduate</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>Nil</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

This course aims to:

1. Introduce a wide variety of empirical marketing models.
2. Explain the usage scenarios and how to choose between different models.
3. Recommend classical and recent empirical marketing research papers in top journals.
4. Help PhD students conduct empirical research independently and rigorously.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes		
			A1	A2	A3
1.	Cultivate interest and curiosity in analyzing marketing phenomena with empirical modeling tools.		✓		
2.	Conduct marketing research using appropriate empirical modeling techniques to ensure rigor and effectiveness.			✓	
3.	Design research questions for marketing research proposals and interpret empirical results to provide managerial insights.				✓
		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)

LTA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Readings	Student will complete all primary and secondary readings before each lecture to prepare for discussion.	✓	✓	✓	
Lectures	Student will explain models, theories, and concepts in class.	✓	✓	✓	
In-class and off-class Discussions	Student will participate in class discussions both during and outside of class to ensure understanding and collaboration among students.	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100%					
Class Participation and Discussions	✓	✓	✓	30%	
Individual Assignments	✓	✓	✓	30%	
Team Research Proposal and Presentation	✓	✓	✓	40%	
Examination: 0 %					
				100%	

5. Assessment 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 and Discussions		<p>1. Show excellent command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show excellent attitude of learning.</p> <p>3. Attend over 90% of the classes.</p>	<p>1. Show good command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show active attitude of learning.</p> <p>3. Attend 80%-90% of the classes.</p>	<p>1. Show average command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show positive attitude of learning.</p> <p>3. Attend 70%-80% of the classes.</p>	<p>1. Show marginal command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show minimum attitude of learning.</p> <p>3. Attend less than 70% of the classes.</p>	<p>1. Show little command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show no attitude of learning.</p> <p>3. Attend less than 50% of the classes.</p>
2. Individual Assignments		<p>1. Show excellent ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate excellent ability to solve problems and think critically and independently.</p>	<p>1. Show good ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate good ability to solve problems and think critically and independently.</p>	<p>1. Show average ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate average ability to solve problems and think critically and independently.</p>	<p>1. Show marginal ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate marginal ability to solve problems and think critically and independently.</p>	<p>1. Show little ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate little ability to solve problems and think critically and independently.</p>
3. Team Research Proposal and Presentation		<p>1. Demonstrate excellent ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate excellent ability to find research question and think critically.</p> <p>3. Show excellent attitude of teamwork and cooperation.</p>	<p>1. Demonstrate good ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate good ability to find research question and think critically.</p> <p>3. Show good attitude of teamwork and cooperation.</p>	<p>1. Demonstrate average ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate average ability to find research question and think critically.</p> <p>3. Show average attitude of teamwork and cooperation.</p>	<p>1. Demonstrate marginal ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate marginal ability to find research question and think critically.</p> <p>3. Show marginal attitude of teamwork and cooperation.</p>	<p>1. Demonstrate little ability to use empirical marketing models in marketing research.</p> <p>2. Show little ability to find research question and think critically.</p> <p>3. Show little attitude of teamwork and cooperation.</p>

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 and Discussions		<p>1. Show excellent command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show excellent attitude of learning.</p> <p>3. Attend over 90% of the classes.</p>	<p>1. Show good command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show active attitude of learning.</p> <p>3. Attend 80%-90% of the classes.</p>	<p>1. Show marginal command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show minimum attitude of learning.</p> <p>3. Attend less than 70% of the classes.</p>	<p>1. Show little command of all aspects of the course, with the ability to understand and evaluate the empirical marketing models.</p> <p>2. Show no attitude of learning.</p> <p>3. Attend less than 50% of the classes.</p>
2. Individual Assignments		<p>1. Show excellent ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate excellent ability to solve problems and think critically and independently.</p>	<p>1. Show good ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate good ability to solve problems and think critically and independently.</p>	<p>1. Show marginal ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate marginal ability to solve problems and think critically and independently.</p>	<p>1. Show little ability to apply empirical marketing models, and to assess the alternatives models to solve marketing problems.</p> <p>2. Demonstrate little ability to solve problems and think critically and independently.</p>
3. Team Research Proposal and Presentation		<p>1. Demonstrate excellent ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate excellent ability to find research question and think critically.</p> <p>3. Show excellent attitude of teamwork and cooperation.</p>	<p>1. Demonstrate good ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate good ability to find research question and think critically.</p> <p>3. Show good attitude of teamwork and cooperation.</p>	<p>1. Demonstrate marginal ability to use empirical marketing models in marketing research.</p> <p>2. Demonstrate marginal ability to find research question and think critically.</p> <p>3. Show marginal attitude of teamwork and cooperation.</p>	<p>1. Demonstrate little ability to use empirical marketing models in marketing research.</p> <p>2. Show little ability to find research question and think critically.</p> <p>3. Show little attitude of teamwork and cooperation.</p>

Part III Other Information

1. Keyword Syllabus

Empirical modelling, linear models, non-linear models, regression, OLS, time series data, cross sectional data, panel data, endogeneity, heteroskedasticity, instrumental variables, two-stage least squares, hypotheses development, experimental design, natural experiment, quasi-experiment, field experiment.

2. Reading List

2.1 Compulsory Readings

Compulsory readings include classic and recent empirical marketing papers. Paper list will be provided before each class.

2.2 Additional Readings

- Christensen, Ronald. (2002). *Plane Answers to Complex Questions: The Theory of Linear Models*. Fourth Edition. New York: Springer.
- Gujarati, Damodar N. (2004). *Basic Econometrics*. McGraw – Hill.
- Wooldridge, Jeffrey M. (2010). *Econometric Analysis of Cross Section and Panel Data*. MIT Press.