

CB3645: MARKETING RESEARCH

New Syllabus Proposal

Effective Term

Semester B 2023/24

Part I Course Overview

Course Title

Marketing Research

Subject Code

CB - College of Business (CB)

Course Number

3645

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

MKT2681 Introduction to Marketing

Precursors

Nil

Equivalent Courses

MKT3602 Marketing Research

Exclusive Courses

MGT3412 Research Methods in Management

MS3105 Sampling Survey

MS3321 Customer Survey

MS3224 Business Survey Design

Additional Information

For students from Global Business major only

Part II Course Details**Abstract**

This course aims to introduce the nature and basic concepts of Marketing Research. The role of Marketing Research in marketing management will be discussed. The essential steps of research process as well as their relevance and importance in Marketing Research are emphasized.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Assess key functions and the role of marketing research in marketing organizations and explain the entire marketing research process.		x		
2	Identify the ways of defining, designing and conduct marketing research projects.			x	
3	Identify the various process and procedures in conducting qualitative and quantitative research.			x	
4	Understand and synthesize the key statistical techniques used in analysing marketing research data.			x	
5	Choose and apply relevant marketing research concepts to suggest solutions for a practical marketing problem.				x
6	Collaborate with other students through discussion and team works.			x	

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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Concepts and general knowledge of marketing research are explained through lectures. Examples of application of the research concepts are discussed in the seminar and students are encouraged to work-along with the lecturer.	1, 2, 3, 4, 5, 6
2	Readings	In addition to pre-read the assigned chapters before coming to classes, students are provided other reading materials provided by the lecturer. These readings provide students opportunity to think through the concepts and their applications.	1, 2, 3, 4, 5
3	Computer Lab Workshop	Various quantitative marketing research methods and their applications are covered. Students will be given computer lab exercises to familiarize with the use of specialized software to solve business problems and arrive at practical strategies.	3, 4, 5, 6
4	Class Discussion	Knowledge and applications of marketing research are discussed through class activities. Students are given various activities such as work-along practice questions, group discussions, self-test questions, ideas sharing and/or presenting time, etc.	2, 3, 5, 6

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks
1	<p>Group Project</p> <p>The project is designed to assess students' competence level to apply the learnt marketing research concepts to a real business situation as well as working effectively as a team. Students may need to present to the class a summary of the project. The presentation is designed to gauge students' communication and presentation ability on marketing information. Peer evaluation will be conducted.</p>	2, 3, 4, 5, 6	35	
2	<p>Mid-term Test</p> <p>The test is designed to assess the student's grasp on marketing research concepts and knowledge, as well as the ability to apply them to solve business problems.</p>	1, 2, 3, 4, 5	20	
3	<p>Class Discussion</p> <p>Class activities (such as individual/group class exercises, case study discussion, brief discussion on marketing research concepts and/or raising questions during project presentations, etc.) are arranged to provide students the opportunity to communicate ideas effectively.</p>	1, 2, 3, 4, 5, 6	10	

Continuous Assessment (%)

65

Examination (%)

35

Examination Duration (Hours)

2

Additional Information for ATs

Regulation of the course

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass BOTH coursework and examination components in order to be awarded a pass.
3. Students' final grades are subject to the Assessment Panel or its delegate's final decision.

Assessment Rubrics (AR)

Assessment Task

1. Group Project

Criterion

- 1.1 Ability to integrate major concepts of marketing research to marketing problems and thoroughly identify the ways of reviewing marketing research.
- 1.2 Show command to identify the various process and procedures in conducting qualitative and quantitative research.
- 1.3 Demonstrate competence to analyze marketing data by key statistical techniques.
- 1.4 Provide practical and effective recommendations to a business research problem based on the analysis of marketing data.
- 1.5 Present and organize marketing research information in a business report format.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

2. Mid-term Test

Criterion

- 2.1 Ability to identify key functions and roles of marketing research in marketing organization and clearly recognize the entire marketing research process.
- 2.2 Ability to recognize all aspects of the marketing research concepts and their applications.
- 2.3 Ability to identify the various process and procedures in conducting qualitative and quantitative research.
- 2.4 Ability to compare the key statistical techniques used in analyzing marketing research data.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

3. Class Discussion

Criterion

3.1 Able to present and communicate ideas in oral and/or written format to discuss key roles of marketing research and its applications in weekly classes.

3.2 Participate in class discussion by offering constructive ideas and asking questions related to the process and procedures in conducting marketing research as well as to the practice of marketing research in business organizations.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

4. Final Examination

Criterion

4.1 Show grasp of all aspects of the course, with the ability to integrate major concepts of marketing research to marketing problems, and thoroughly identify the ways of defining, designing and conduct marketing research process.

4.2 Ability to identify the various process and procedures in conducting qualitative and quantitative research and the relevant methodologies used.

4.3 Demonstrate competence to analyze marketing data by key statistical techniques.

4.4 Ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

Marketing Research Process; Research Design; Qualitative Research; Quantitative Research; Survey & Interviews; Measurement Scales; Questionnaires Design; Sampling; Hypothesis Testing; SPSS Basic Operation; Data Analysis; T-tests; One-Way ANOVA; Correlation; Regression.

Reading List**Compulsory Readings**

Title	
1	Malhotra, Naresh K., "Basic Marketing Research: Integration of Social Media", Pearson.

Additional Readings

Title	
1	Burns, Alvin C. & Bush, Ronald F., "Marketing Research", Pearson.
2	Sweet, Stephen and Karen Grace-Martin, "Data Analysis with SPSS: A First Course in Applied Statistic", Pearson.