City University of Hong Kong Course Syllabus

offered by College of Business with effect from Semester A 2022/23

Part I Course Over	view
Course Title:	Applied Marketing Research and Consulting Skills
Course Code:	FB5612
Course Duration:	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)	Nil
Exclusive Courses: (Course Code and Title)	Nil

1

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)	learnin	llum rel g outco tick	lated omes
			A1	A2	<i>A3</i>
1.	Identify key functions of marketing research in organizations and critically review marketing research proposals and designs. Develop appropriate study design.	20%	✓		
2.	Plan quality data collection and develop research instruments (i.e., questionnaires and surveys).	20%		√	
3.	Select proper sample and research participants; and collect appropriate data.	10%		√	
4.	Conduct appropriate data analysis, interpret results, draw managerial implications, and present findings.	40%			√
5.	Contribute to class discussions (class participation). Collaborate with other students through discussion and work productively as part of a team.	10%		√	
	- <u>-</u>	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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CII	LON	Vo.			Hours/week
		1	2	3	4	5	(if
							applicable)
Seminar	Concepts and knowledge of marketing research	✓	✓	✓	✓	√	
	are explained and discussed. Discussion						
	exercises are used.						
Readings	Students are required to pre-read the assigned	✓	✓	\checkmark	✓	✓	
	chapters and also other relevant materials.						
Discussion of	Graded assignments include homework,	✓	✓	✓	✓	✓	
Assignments	midterms, and final reports whereby students						
	are						
	required to apply concepts learned in class. We						
	will discuss the assignments in class (during						
	seminar).						

4. Assessment Tasks/Activities (ATs)

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

Assessment Tasks/Activities	CIL	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 in Semester A 2022/23 and thereafter

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 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.
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.

3.61.1				
Midterm test	• Show superior		 Demonstrate acceptable 	 Show poor command of
	of all aspects o	f the reasonable coverage of	command of a reasonable	course materials, with
	course material	ls, with most aspects of the	amount of materials	the ability to describe a
	the ability to in	tegrate course materials, with	covered, with the ability	few important concepts
	major concepts	s of the ability to integrate	to explain	of marketing research.
	marketing rese	arch to major concepts of	some linkages between	 Show poor command of
	marketing prob	olems. marketing research to	marketing concepts and	discussing marketing
	• Show excellent	t command marketing problems.	marketing research.	research process and its
	of discussing n	narketing • Show good command	 Show acceptable 	key roles in
	research proces	ss 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	e results and analyzing marketing	marketing data,	implications.
	drawing manag	gerial data, interpreting the	interpreting the	
	implications.	results and drawing	results and drawing	
		managerial	managerial implications.	
		implications.		

Applicable to students admitted before Semester A 2022/23

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 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). Marginal coverage of materials and contents and poor time management skills. Provide fair answers to questions raised during the presentation Q & A session. 	 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 to questions raised during the presentation n Q & A session.

Group project	Demonstrate strong	· Demonstrate the	· Able to apply key	· Able to apply some	Able to apply very
report	ability to apply course	ability to apply course	concepts of marketing	components of	limited components
	content in practical	content in	research with simple	marketing research	of marketing research
	marketing research	practical marketing	applications of	in designing partial	in designing poor
	situations and to	research situations	research to business	solutions to business	solutions to business
	design and develop	and to design and	problems in	problems in	problems in practical
	appropriate research	develop appropriate	practical situations.	practical situations.	situations.
	for business problems.	research for business	• Demonstrate	• Demonstrate	 Demonstrate poor
	• Demonstrate	problems.	acceptable ability to	marginal ability to	ability to analyze
	outstanding	• Demonstrate good	analyze marketing	analyze marketing	marketing data,
	competence to analyze	competence to analyze	data, interpret the	data, interpret the	interpret the results,
	marketing data,	marketing data,	results, and draw	results, and draw	and draw managerial
	interpret the results,	interpret the results,	managerial	managerial	implications.
	and draw managerial.	and draw managerial	implications.	implications.	 Present and organize
	 Present and organize 	implications.	 Present and organize 	 Present and organize 	marketing
	marketing information	 Present and organize 	marketing information	marketing	information poorly in
	excellently in a	marketing information	fairly in a business	information fairly in	a business report
	business report format.	in an organized	report	a business report	format.
	• Enthusiastic,	business report format.	format.	format.	 Rarely active when
	contribute to team	 Contribute to team 	 Active when prompt, 	 Occasionally active 	urged.
	work proactively.	work proactively.	contribute to team	when urged.	Show no standard
	Show high standard	Show acceptable	work.	· Show minimal	of marketing research
	of marketing	standard of marketing	 Show fair standard of 	standard of	ethics.
	research ethics	research ethics.	marketing research	marketing research	
	implications.		ethics.	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 marginal command of course materials. Show marginal 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.	 Show poor command of course materials, with the ability to describe very limited number of important concepts of marketing research. Show poor command of discussing marketing research process and its key roles in organizations. Demonstrate poor ability in analyzing marketing data, interpreting the results and drawing managerial implications.
Midterm test	 Show superior grasp of all aspects of the course materials, with the ability to integrate major concepts of marketing research to marketing problems. Show excellent command of discussing marketing research process and its key roles in organizations. Demonstrate excellent competence in analyzing marketing data, interpreting the results and drawing managerial implications. 	 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. Show good command of discussing marketing research process and its key roles in organizations. Demonstrate good competence in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to explain some linkages between marketing concepts and marketing research. Show acceptable command of discussing marketing research process and its key roles in organizations. Demonstrate acceptable ability in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Show marginal command of course materials, with the ability to describe a few important concepts of marketing research. Show marginal command of discussing marketing research process and its key roles in organizations. Demonstrate marginal ability in analyzing marketing data, interpreting the results and drawing managerial implications. 	 Show poor command of course materials, with the ability to describe very limited number of important concepts of marketing research. Show poor command of discussing marketing research process and its key roles in organizations. Demonstrate poor ability in analyzing marketing data, interpreting the results and drawing managerial 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
1.	1111.