

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2023/24**

Part I Course Overview

Course Title: Applied Marketing Research

Course Code: MKT5612

Course Duration: Intensive Teaching Mode / 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) FB5612 Applied Marketing Research and Consulting Skills

Exclusive Courses:
(Course Code and Title) 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 review marketing research proposals and designs.	10%	✓		
2.	Plan quality data collection and develop research instruments.	20%		✓	
3.	Select proper sampling design and determine the appropriate sample size.	20%		✓	
4.	Conduct appropriate data analysis, interpret results, and draw managerial implications.	30%			✓
5.	Discuss ethic issues in marketing research.	10%	✓		
6.	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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Seminar	Concepts and knowledge of marketing research are explained and discussed. Discussion exercises are used.	✓	✓	✓	✓	✓	✓	
Readings	Students are required to pre-read the assigned chapters and also other relevant materials.	✓	✓	✓	✓	✓		
Computer Workshops	Computer workshops are provided to increase students' knowledge on marketing research concepts and how they are being applied to solve business problems.	✓	✓	✓	✓		✓	

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	6		
Continuous Assessment: 65%								
Class participation	✓	✓	✓	✓	✓	✓	10%	
Assignments	✓	✓	✓	✓	✓		10%	
Mid-Term test	✓	✓	✓	✓	✓		10%	
Group projects	✓	✓	✓	✓	✓	✓	35%	
Examination: 35% (duration: 2 hours)							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 (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class participation		<p>1. Proactively participate in class discussion by offering innovative ideas and asking questions related to marketing research in organizations.</p> <p>2. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly classes.</p>	<p>1. Proactively participate in class discussion by offering some innovative ideas and asking questions related marketing research in organizations.</p> <p>2. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.</p>	<p>1. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to marketing research in organizations.</p> <p>2. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.</p>	<p>1. Do not participate in class discussion by offering no ideas and asking no questions related to marketing research in organizations.</p> <p>2. Do not present and communicate marketing ideas fairly in oral and/or written format in weekly classes.</p>
2. Assignments		<p>1. Exceptional ability to clearly describe marketing research data and visualize those data in an informative way.</p> <p>2. Exceptional ability to distinguish between key statistical techniques used in analyzing marketing research data, and to apply those techniques in analysis.</p>	<p>1. Good ability to describe marketing research data and visualize the key aspects of those data.</p> <p>2. Good ability to distinguish between key statistical techniques and apply them in analysis.</p>	<p>1. Basic ability to describe and visualize marketing research data.</p> <p>2. Basic ability to distinguish between key statistical techniques and apply them in analysis.</p>	<p>1. Limited ability to describe and visualize marketing research data.</p> <p>2. Not able to correctly apply key statistical techniques in analysis.</p>

3. Mid-term test		<ol style="list-style-type: none"> 1. Exceptional identification of key functions and roles of marketing research in marketing organization and comprehensive understanding of the entire marketing research process. 2. Exceptional ability to identify and explain the procedures and processes in both qualitative and quantitative research. 3. Excellent design and implementation of survey research. 	<ol style="list-style-type: none"> 1. Good identification of key functions and roles of marketing research in marketing organization and solid understanding of the entire marketing research process. 2. Good ability to identify and explain the procedures and processes in both qualitative and quantitative research. 3. Good design and implementation of survey research. 	<ol style="list-style-type: none"> 1. Basic identification of key functions and roles of marketing research and some understanding of the marketing research process. 2. Basic ability to identify and explain procedures and processes in either qualitative or quantitative research. 3. Basic ability to design and implement survey research. 	<ol style="list-style-type: none"> 1. Not able to identify key functions and roles of marketing research or understand the marketing research process. 2. Fail to identify or explain procedures and processes in qualitative or quantitative research. 3. Limited ability to design and implement survey research methods.
4. Group projects		<ol style="list-style-type: none"> 1. Always contribute to teamwork proactively and enthusiastically. 2. Demonstrate strong ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 3. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial implications. 	<ol style="list-style-type: none"> 1. Contribute to teamwork proactively. 2. Demonstrate the ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 3. Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications. 4. Present and organize marketing information 	<ol style="list-style-type: none"> 1. Active when prompted. Contribute to most teamwork but not all. 2. Able to apply key concepts of marketing research with simple applications of research to business problems in practical situations. 3. Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications. 	<ol style="list-style-type: none"> 1. Rarely active when urged. Have little contribution to teamwork. 2. Able to apply very limited components of marketing research in designing poor solutions to business problems in practical situations. 3. Demonstrate poor ability to analyze marketing data, interpret the results, and draw managerial implications.

		<p>4. Present and organize marketing information excellently in a business report format.</p> <p>5. Show high standard of marketing research ethics.</p> <p>6. Present and communicate marketing information effectively and excellently in oral and electronic format.</p> <p>7. Show excellent coverage of materials and contents and demonstrate excellent time management skills in the presentation.</p> <p>8. Provide quality answers to questions raised in the presentation Q & A session.</p>	<p>in an organized business report format.</p> <p>5. Show fair standard of marketing research ethics.</p> <p>6. Present and communicate marketing information effectively in oral and electronic format.</p> <p>7. Show good coverage of materials and contents and demonstrate good time management skills in the presentation.</p> <p>8. Provide good answers to questions raised during the presentation Q & A session.</p>	<p>4. Present and organize marketing information fairly in a business report format.</p> <p>5. Show acceptable standard of marketing research ethics.</p> <p>6. Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</p> <p>7. Fair coverage of materials and contents and acceptable time management skills in the presentation.</p> <p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>4. Present and organize marketing information poorly in a business report format.</p> <p>5. Show no standard of marketing research ethics.</p> <p>6. Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement).</p> <p>7. Poor coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide poor answers to questions raised during the presentation Q & A session.</p>
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<p>5. Final Examination</p>		<ol style="list-style-type: none"> 1. Exhibit comprehensive understanding of all aspects of the course, with a high proficiency in integrating major marketing research concepts to solve marketing problems, and defining, designing, and conducting the marketing research process. 2. Demonstrate a thorough understanding and identification of various procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Display exceptional competence in analyzing marketing data using key statistical techniques. 4. Show excellent ability to apply course content in practical marketing research situations and to design and develop appropriate research strategies for business problems. 	<ol style="list-style-type: none"> 1. Show a strong understanding of all aspects of the course and can integrate major marketing research concepts to solve marketing problems, and define, design, and conduct the marketing research process. 2. Effectively identify various procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Demonstrate good competence in analyzing marketing data using key statistical techniques. 4. Display solid ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 	<ol style="list-style-type: none"> 1. Display a basic understanding of all aspects of the course, with some ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process. 2. Understand and can identify basic procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Show a fair level of competence in analyzing marketing data using key statistical techniques. 4. Demonstrate moderate ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 	<ol style="list-style-type: none"> 1. Fail to show a clear understanding of the course material, with difficulty in integrating marketing research concepts into problem-solving, and defining, designing, and conducting the marketing research process. 2. Unable to effectively identify procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Fail to show competence in analyzing marketing data using key statistical techniques. 4. Unable to apply course content effectively in practical marketing research situations or to design and develop appropriate research for business problems.
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Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class participation		<ol style="list-style-type: none"> 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 classes. 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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.
2. Assignments		<ol style="list-style-type: none"> Exceptional ability to clearly describe marketing research data and visualize those data in an informative way. Exceptional ability to distinguish between key statistical techniques used in analyzing marketing research data, and to apply those techniques in analysis. 	<ol style="list-style-type: none"> Good ability to describe marketing research data and visualize the key aspects of those data. Good ability to distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Basic ability to describe and visualize marketing research data. Basic ability to distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Limited ability to describe and visualize marketing research data. Limited ability to distinguish between key statistical techniques and apply them in analysis. 	<ol style="list-style-type: none"> Limited ability to describe and visualize marketing research data. Not able to correctly apply key statistical techniques in analysis.
3. Mid-term test		<ol style="list-style-type: none"> Exceptional identification of key functions and roles of marketing research in 	<ol style="list-style-type: none"> Good identification of key functions and roles of marketing research in marketing organization 	<ol style="list-style-type: none"> Basic identification of key functions and roles of marketing research and some 	<ol style="list-style-type: none"> Limited identification of key functions and roles of marketing research and some 	<ol style="list-style-type: none"> Not able to identify key functions and roles of marketing research or

		<p>marketing organization and comprehensive understanding of the entire marketing research process.</p> <p>2. Exceptional ability to identify and explain the procedures and processes in both qualitative and quantitative research.</p> <p>3. Excellent design and implementation of survey research.</p>	<p>and solid understanding of the entire marketing research process.</p> <p>2. Good ability to identify and explain the procedures and processes in both qualitative and quantitative research.</p> <p>3. Good design and implementation of survey research.</p>	<p>understanding of the marketing research process.</p> <p>2. Basic ability to identify and explain procedures and processes in either qualitative or quantitative research.</p> <p>3. Basic ability to design and implement survey research.</p>	<p>understanding of the marketing research process.</p> <p>2. Limited ability to identify and explain procedures and processes in either qualitative or quantitative research.</p> <p>3. Limited ability to design and implement survey research.</p>	<p>understand the marketing research process.</p> <p>2. Fail to identify or explain procedures and processes in qualitative or quantitative research.</p> <p>3. Limited ability to design and implement survey research methods.</p>
4. Group projects		<p>1. Always contribute to teamwork proactively and enthusiastically.</p> <p>2. Demonstrate strong ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.</p> <p>3. Demonstrate outstanding competence to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information excellently in a</p>	<p>1. Contribute to teamwork proactively.</p> <p>2. Demonstrate the ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.</p> <p>3. Demonstrate good competence to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information in an organized business report format.</p> <p>5. Show fair standard of</p>	<p>1. Active when prompt. Contribute to most teamwork but not all.</p> <p>2. Able to apply key concepts of marketing research with simple applications of research to business problems in practical situations.</p> <p>3. Demonstrate acceptable ability to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information fairly in a business report</p>	<p>1. Occasionally active when urged. Contribute to some teamwork.</p> <p>2. Able to apply some components of marketing research in designing partial solutions to business problems in practical situations.</p> <p>3. Demonstrate marginal ability to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information fairly in</p>	<p>1. Rarely active when urged. Have little contribution to teamwork.</p> <p>2. Able to apply very limited components of marketing research in designing poor solutions to business problems in practical situations.</p> <p>3. Demonstrate poor ability to analyze marketing data, interpret the results, and draw managerial implications.</p> <p>4. Present and organize marketing information poorly</p>

		<p>business report format.</p> <p>5. Show high standard of marketing research ethics.</p> <p>6. Present and communicate marketing information effectively and excellently in oral and electronic format.</p> <p>7. Show excellent coverage of materials and contents and demonstrate excellent time management skills in the presentation.</p> <p>8. Provide quality answers to questions raised in the presentation Q & A session.</p>	<p>marketing research ethics.</p> <p>6. Present and communicate marketing information effectively in oral and electronic format.</p> <p>7. Show good coverage of materials and contents and demonstrate good time management skills in the presentation.</p> <p>8. Provide good answers to questions raised during the presentation Q & A session.</p>	<p>format.</p> <p>5. Show acceptable standard of marketing research ethics.</p> <p>6. Present and communicate marketing information acceptably in oral and electronic format (with some areas need improvement).</p> <p>7. Fair coverage of materials and contents and acceptable time management skills in the presentation.</p> <p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>a business report format.</p> <p>5. Show minimal standard of marketing research ethics.</p> <p>6. Marginally present and communicate marketing information acceptably in oral and electronic format (with major areas need improvement).</p> <p>7. Marginal coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide acceptable answers to questions raised during the presentation Q & A session.</p>	<p>in a business report format.</p> <p>5. Show no standard of marketing research ethics.</p> <p>6. Poorly present and communicate marketing information in oral and electronic format (with most areas need improvement).</p> <p>7. Poor coverage of materials and contents and poor time management skills in the presentation.</p> <p>8. Provide poor answers to questions raised during the presentation Q & A session.</p>
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<p>5. Final Examination</p>		<ol style="list-style-type: none"> 1. Exhibit comprehensive understanding of all aspects of the course, with a high proficiency in integrating major marketing research concepts to solve marketing problems, and defining, designing, and conducting the marketing research process. 2. Demonstrate a thorough understanding and identification of various procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Display exceptional competence in analyzing marketing data using key statistical techniques. 4. Show excellent ability to apply course content in practical marketing research situations and to design and develop appropriate research strategies for business problems. 	<ol style="list-style-type: none"> 1. Show a strong understanding of all aspects of the course and can integrate major marketing research concepts to solve marketing problems, and define, design, and conduct the marketing research process. 2. Effectively identify various procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Demonstrate good competence in analyzing marketing data using key statistical techniques. 4. Display solid ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 	<ol style="list-style-type: none"> 1. Display a basic understanding of all aspects of the course, with some ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process. 2. Understand and can identify basic procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Show a fair level of competence in analyzing marketing data using key statistical techniques. 4. Demonstrate moderate ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 	<ol style="list-style-type: none"> 1. Display a marginal understanding of all aspects of the course, with limited ability to integrate marketing research concepts into problem-solving, and define, design, and conduct the marketing research process. 2. Marginally understand and identify basic procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Show a marginal level of competence in analyzing marketing data using key statistical techniques. 4. Demonstrate limited ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems. 	<ol style="list-style-type: none"> 1. Fail to show a clear understanding of the course material, with difficulty in integrating marketing research concepts into problem-solving, and defining, designing, and conducting the marketing research process. 2. Unable to effectively identify procedures in conducting qualitative and quantitative research and their relevant methodologies. 3. Fail to show competence in analyzing marketing data using key statistical techniques. 4. Unable to apply course content effectively in practical marketing research situations or to design and develop appropriate research for business problems.
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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; Descriptive Research Design; Causal Research Design; Measurement and Scaling; Questionnaire Design; Sampling; Data Preparation; Data Visualization; 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. Naresh K. Malhotra, “*Marketing Research: An Applied Orientation*”, 7th edition, Global Edition, Pearson Education Limited, 2020.

2.2 Additional Readings

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

Nil.