

FB5612: APPLIED MARKETING RESEARCH AND CONSULTING SKILLS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Applied Marketing Research and Consulting Skills

Subject Code

FB - College of Business (FB)

Course Number

5612

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Identify key functions of marketing research in organizations and critically discuss the marketing research proposals and designs. Develop appropriate study design.	20	x		
2	Demonstrate quality data collection and develop research instruments (i.e., questionnaires and surveys).	20		x	
3	Identify proper sample and research participants; and collect appropriate data.	10		x	
4	Apply appropriate data analysis, interpret results, draw managerial implications, and present findings.	40			x
5	Demonstrate discussions in class. Collaborate with other students through discussion and work productively as part of a team.	10		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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will engage in the discussion about the exercise provided in the seminars to learn concepts and knowledge of marketing research.	1, 2, 3, 4, 5
2	Readings	Students will critically engage with books and articles related to their course topics.	1, 2, 3, 4, 5

3	Peer-discussion	Students will engage in structured discussion with peers to identify areas to improve on in their returned assessment tasks.	1, 2, 3, 4, 5	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation	1, 2, 3, 4, 5	15	-	No
2	Group project presentation	1, 2, 3, 4, 5	20	-	No
3	Group project report	1, 2, 3, 4, 5	20	-	No
4	Homework	1, 2, 3, 4, 5	25	-	No
5	Midterm test	1, 2, 3, 4, 5	20	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B, B-)

- 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.

Fair

(C+, C, C-)

- 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.

Marginal

(D)

- 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.

Failure

(F)

- 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.
-

Assessment Task

Group project presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B, B-)

- 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.

Fair

(C+, C, C-)

- 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.

Marginal

(D)

- 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.

Failure

(F)

- 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.
-

Assessment Task

Group project report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B, B-)

- 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.

Fair

(C+, C, C-)

- 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 prompted, contribute to team work.
- Show fair standard of marketing research ethics.

Marginal

(D)

- 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.

Failure

(F)

- Able to apply very limited components of marketing research in designing poor solutions to business problems in practical situations.
- Demonstrate poor ability to analyze marketing data, interpret the results, and draw managerial implications.
- Present and organize marketing information poorly in a business report format.
- Rarely active when urged.
- Show no standard of marketing research ethics.

Assessment Task

Homework (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B, B-)

- 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.

Fair

(C+, C, C-)

- 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.

Marginal

(D)

- 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.

Failure

(F)

- 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.

Assessment Task

Midterm test (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B, B-)

- 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.

Fair

(C+, C, C-)

- 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.

Marginal

(D)

- 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.

Failure

(F)

- 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.
-

Assessment Task

Class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B)

- 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.

Marginal

(B-, C+, C)

- 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.

Failure

(F)

- 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.
-

Assessment Task

Group project presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B)

- Present and communicate marketing information effectively in oral and electronic format.
- Show good coverage of materials and contents and demonstrate goodtime management skills.
- Provide good answers to questions raised during the presentation Q & A session.

Marginal

(B-, C+, C)

- 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.

Failure

- (F)
- 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.
-

Assessment Task

Group project report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

- (A+, A, A-)
- 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.

Good

- (B+, B)
- 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.

Marginal

- (B-, C+, C)
- 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.

Failure

- (F)
- 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.
-

Assessment Task

Homework (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B)

- 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.

Marginal

(B-, C+, C)

- 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.

Failure

(F)

- 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.

Assessment Task

Midterm test (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-)

- 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.

Good

(B+, B)

- 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.

Marginal

(B-, C+, C)

- 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.

Failure

(F)

- Show poor command of course materials, with the ability to describe a few 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.
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Part III Other Information

Keyword Syllabus

Marketing Research Process; Decision Making; Exploratory Research Design; Questionnaire Design; Sampling; Data Preparation; Data Analysis; Report Preparation and Presentation.

Reading List

Compulsory Readings

Title	
1	Malhotra, Naresh K. "Marketing Research: An Applied Orientation (Global Edition)", 6th edition, Prentice Hall, 2010.

Additional Readings

Title	
1	Nil.