

# MKT3602: MARKETING RESEARCH

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## Effective Term

Semester A 2023/24

## Part I Course Overview

### Course Title

Marketing Research

### Subject Code

MKT - Marketing

### Course Number

3602

### 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

CB3645 Marketing Research

### Exclusive Courses

MGT3412 Research Methods in Management

MS3105 Sampling Survey

MS3321 Customer Survey

MS3224 Business Survey Design

## 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 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.

### 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 (e.g. Parameter for GenAI use)
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	30	
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	
4	<p>Computer Lab Workshop</p> <p>Computer lab exercises are arranged to help students familiarize with the use of specific software to conduct quantitative analysis and solve business problems.</p>	3, 4, 5, 6	5	

**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**

Group Project

**Excellent (A+, A, A-)**

1. Demonstrates exceptional understanding of marketing research concepts and applies them effectively to solve marketing problems. Can clearly explain and thoroughly review multiple marketing research methods.
2. Demonstrates thorough understanding of both qualitative and quantitative research methods. Can identify and explain the procedures and processes of each method exceptionally well.
3. Demonstrates high competence in analyzing marketing data using a variety of statistical techniques. Analysis is thorough, accurate, and insightful.
4. Recommendations are exceptionally practical, effective, and well supported by the analysis of marketing data.
5. Presents and organizes information in an exceptional manner, resulting in a clear, concise, and professional business report.

**Good (B+, B, B-)**

1. Displays good understanding of marketing research concepts and applies them in an adequate manner to solve marketing problems. Can explain and review marketing research methods properly.
2. Understands both qualitative and quantitative research methods. Can identify and explain the procedures and processes of each method satisfactorily.
3. Shows competence in analyzing marketing data using key statistical techniques. Analysis is generally accurate and meaningful.
4. Recommendations are generally practical and effective and are supported by the analysis of marketing data.
5. Presents and organizes information adequately, resulting in a generally clear and organized business report.

**Fair (C+, C, C-)**

1. Shows basic understanding of marketing research concepts and attempts to apply them to solve marketing problems. Can explain most marketing research methods with limited clarity.
2. Show basic understanding of qualitative and quantitative research methods.
3. Shows some competence in analyzing marketing data but need improvement in managing more complex statistical techniques. Analysis is somewhat accurate.
4. Recommendations are somewhat practical and effective but may lack full support from the analysis of marketing data.
5. Presents and organizes information in a basic manner, but the business report may lack clarity or organization in some areas.

**Marginal (D)**

1. Limited application of marketing research concepts to solve marketing problems. Needs improvement in reviewing marketing research methods effectively.
2. Basic understanding of either qualitative or quantitative research methods. Further work needed to identify and explain procedures and processes.
3. Displays basic abilities in analyzing marketing data but requires improvement in accuracy and completion of analysis.

4. Recommendations made are of basic practicality and effectiveness. Greater support from the data analysis is needed for improvement.
5. Demonstrates limited skills in presentation and organization of information. The business report could benefit from improved structuring.

**Failure (F)**

1. Does not understand or fails to apply marketing research concepts to marketing problems. Does not attempt to review marketing research methods.
  2. Does not understand or fails to identify the procedures and processes of qualitative and quantitative research methods.
  3. Fails to demonstrate competence in analyzing marketing data using statistical techniques. Analysis is incorrect or nonexistent.
  4. Fails to provide practical or effective recommendations, or recommendations are unsupported by the analysis of marketing data.
  5. Fails to present and organize information effectively, resulting in a disorganized and unclear business report.
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**Assessment Task**

Mid-term Test

**Excellent (A+, A, A-)**

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 recognition and understanding of all aspects of marketing research concepts and their applications.
3. Exceptional ability to identify and explain the procedures and processes in both qualitative and quantitative research.
4. Exceptional ability to apply survey research methods and design effective surveys.

**Good (B+, B, B-)**

1. Good identification of key functions and roles of marketing research and a solid understanding of the marketing research process.
2. Good recognition and understanding of most aspects of marketing research concepts and their applications.
3. Good ability to identify and explain the procedures and processes in both qualitative and quantitative research.
4. Good ability to apply survey research methods and design effective surveys.

**Fair (C+, C, C-)**

1. Basic identification of key functions and roles of marketing research and some understanding of the marketing research process.
2. Basic recognition of some aspects of marketing research concepts and their applications.
3. Basic ability to identify and explain procedures and processes in either qualitative or quantitative research.
4. Basic ability to apply survey research methods and design effective surveys.

**Marginal (D)**

1. Incomplete identification of key functions and roles of marketing research and limited understanding of the marketing research process.
2. Limited recognition of aspects of marketing research concepts and their applications.
3. Limited ability to identify and explain procedures and processes in qualitative or quantitative research.
4. Limited ability to apply survey research methods and design surveys.

**Failure (F)**

1. Fails to identify key functions and roles of marketing research or understand the marketing research process.
  2. Fails to recognize aspects of marketing research concepts or their applications.
  3. Fails to identify or explain procedures and processes in qualitative or quantitative research.
  4. Fails to apply survey research methods and design surveys.
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## Assessment Task

### Class Discussion

#### Excellent (A+, A, A-)

1. Able to professionally present and communicate ideas in oral and/or written format discussing key roles of marketing research and its applications in classes.
2. Actively participates in class discussion by offering constructive and insightful ideas and asking probing questions related to the process and procedures in conducting marketing research as well as to the practice of marketing research in business organizations.

#### Good (B+, B, B-)

1. Able to effectively present and communicate ideas in oral and/or written format discussing key roles of marketing research and its applications in classes.
2. Regularly participates in class discussion by offering constructive ideas and asking relevant questions related to the process and procedures in conducting marketing research and its practice in business organizations.

#### Fair (C+, C, C-)

1. Able to present and communicate ideas in oral and/or written format discussing key roles of marketing research and its applications. The depth and clarity of discussion can be improved.
2. Participates in class discussion occasionally, with ideas and questions that are generally relevant to the process and procedures in conducting marketing research and its practice in business organizations.

#### Marginal (D)

1. Shows basic skills in presenting and communicating ideas about key roles of marketing research and its applications in weekly classes. Further refinement and clarity are needed.
2. Participation in class discussion is infrequent. A stronger focus on ideas and questions directly related to the process and procedures in conducting marketing research and its practice in business organizations will enhance the quality of participation.

#### Failure (F)

1. Fails to effectively present and communicate ideas in oral and/or written format discussing key roles of marketing research and its applications in weekly classes.
2. Does not participate in class discussion, or offers ideas and questions that do not relate to the process and procedures in conducting marketing research and its practice in business organizations.

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## Assessment Task

### Computer Lab Workshop

#### Excellent (A+, A, A-)

1. Displays proficiency in applying appropriate statistical methods to analyze marketing data using the software. Demonstrates exceptional ability to navigate and use the statistical software and execute analysis tasks effectively.
2. Outstanding interpretation and communication of the results output by the software. Demonstrates deep understanding of the output, excellent skills in relating the output to marketing contexts, and the ability to clearly articulate the findings with precision and insight.

#### Good (B+, B, B-)

1. Demonstrates good ability in applying appropriate statistical methods to analyze marketing data using the software. Shows reliable competence in navigating and using the statistical software and executing analysis tasks.
2. Accurate interpretation and communication of the results output by the software. Shows good understanding of the output, effective skills in relating the output to marketing contexts, and the ability to explain the findings coherently.

#### Fair (C+, C, C-)

1. Adequate ability in applying statistical methods to analyze data using the software. Shows basic competence in navigating and using the statistical software and carrying out analysis tasks.

2. Acceptable interpretation and communication of the results output by the software. Demonstrates a basic understanding of the output, reasonable skills in relating the output to marketing contexts, and the ability to interpret the findings adequately.

**Marginal (D)**

1. Shows a limited ability to apply statistical methods to analyze marketing data using the software. Needs improvement in navigating and using the statistical software and executing analysis tasks.
2. Interpretation and communication of the results output by the software need improvement. Shows basic understanding of the output, but needs to enhance skills in relating the output to marketing contexts and interpreting the findings.

**Failure (F)**

1. Fails to demonstrate the ability to apply appropriate statistical methods to analyze marketing data using the software. Struggles with navigating and using the statistical software and executing analysis tasks.
  2. Ineffective interpretation and communication of the results output by the software.
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**Assessment Task**

Final Examination

**Excellent (A+, A, A-)**

1. Exhibits 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. Demonstrates a thorough understanding and identification of various procedures in conducting qualitative and quantitative research and their relevant methodologies.
3. Displays exceptional competence in analyzing marketing data using key statistical techniques.
4. Shows excellent ability to apply course content in practical marketing research situations and to design and develop appropriate research strategies for business problems.

**Good (B+, B, B-)**

1. Shows 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 identifies various procedures in conducting qualitative and quantitative research and their relevant methodologies.
3. Demonstrates good competence in analyzing marketing data using key statistical techniques.
4. Displays solid ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.

**Fair (C+, C, C-)**

1. Displays 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. Understands and can identify basic procedures in conducting qualitative and quantitative research and their relevant methodologies.
3. Shows a fair level of competence in analyzing marketing data using key statistical techniques.
4. Demonstrates a moderate ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems.

**Marginal (D)**

1. Shows a limited understanding of all aspects of the course, needs improvement in integrating marketing research concepts into problem-solving, and defining, designing, and conducting the marketing research process.
2. Can identify some procedures in conducting qualitative and quantitative research and their relevant methodologies, but needs further improvement.
3. Demonstrates a limited level of competence in analyzing marketing data using key statistical techniques.
4. Shows basic ability to apply course content in practical marketing research situations and to design and develop appropriate research for business problems, but needs improvement.



**Failure (F)**

1. Fails 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. Fails 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****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.