

CB3645: MARKETING RESEARCH

Effective Term

Semester A 2024/25

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 conducting marketing research projects, including qualitative and quantitative research.			x	
3	Apply the key statistical techniques in analysing marketing research data.			x	
4	Choose and apply relevant marketing research concepts to suggest solutions for a practical marketing problem.				x
5	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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will engage with marketing research concepts and foundational knowledge, explore various research methods, and examine practical applications through structured seminars.	1, 2, 3, 4	

2	Readings	Students will pre-read the assigned chapters before coming to classes and will review other reading materials provided by the lecturer. Students will thoughtfully engage with the concepts and their applications.	1, 2, 3, 4	
3	Computer Lab Workshop	Students will actively participate in computer lab workshops to familiarize themselves with using specialized software to solve business problems and design practical strategies.	3, 4, 5	
4	Peer Discussion	Students will engage in structured discussions with peers to identify areas on their assessment tasks.	5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project: Apply the learnt marketing research concepts to a real business situation and work effectively with teammates through the project. Present a summary of the project to the class to demonstrate communication and presentation skills on marketing information. Participate in peer evaluations.	2, 3, 4, 5	35	
2	Mid-term Test: Demonstrate a grasp of marketing research concepts and knowledge, and the ability to apply them to solve business problems.	1, 2, 3, 4	20	

3	Class Discussion: Engage in class activities (such as individual/group class exercises, case study discussions, brief discussions on marketing research concepts, and raising questions during project presentations) to effectively communicate ideas.	1, 2, 3, 4, 5	5	
4	Computer Lab Exercise: Practise specific software for conducting quantitative analysis of marketing data and solve business problems.	3, 4, 5	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**

1. Group Project

Excellent (A+, A, A-)

1. Demonstrate exceptional understanding of marketing research concepts and apply them effectively to solve marketing problems. Clearly explain and thoroughly review multiple marketing research methods.
2. Demonstrate thorough understanding of both qualitative and quantitative research methods. Identify and explain the procedures and processes of each method exceptionally well.
3. Demonstrate high competence in analysing marketing data using a variety of statistical techniques. Provide analysis that is thorough, accurate, and insightful.
4. Make very practical and effective recommendations that are well supported by the analysis of marketing data.
5. Present and organise information in an exceptional manner, resulting in a clear, concise, and professional business report.

Good (B+, B, B-)

1. Display good understanding of marketing research concepts and apply them in an adequate manner to solve marketing problems. Properly explain and review marketing research methods.
2. Satisfactorily identify and explain the procedures and processes of both qualitative and quantitative research methods.
3. Show competence in analysing marketing data using key statistical techniques. Provide analysis that is generally accurate and meaningful.

4. Make practical and effective recommendations that are well supported by the analysis of marketing data.
5. Present and organise information adequately, resulting in a generally clear and organised business report.

Fair (C+, C, C-)

1. Show basic understanding of marketing research concepts and attempt to apply them to solve marketing problems. Explain most marketing research methods with limited clarity.
2. Show basic understanding of qualitative and quantitative research methods.
3. Show some competence in analysing marketing data but need improvement in managing more complex statistical techniques. Provide analysis that is somewhat accurate.
4. Make somewhat practical and effective recommendations that are supported by the analysis of marketing data.
5. Present and organise information in a basic manner, but recognise that the business report may lack clarity or organisation in some areas.

Marginal (D)

1. Apply marketing research concepts to solve marketing problems in a limited manner. Improve reviewing marketing research methods effectively.
2. Show basic understanding of either qualitative or quantitative research methods. Work further to identify and explain procedures and processes.
3. Display basic abilities in analysing marketing data but improve accuracy and completion of analysis.
4. Make basically practical and effective recommendations that are somewhat supported by the analysis of marketing data.
5. Demonstrate limited skills in presenting and organising information. Improve the business report structuring.

Failure (F)

1. Fail to understand or apply marketing research concepts to marketing problems. Do not attempt to review marketing research methods.
2. Fail to understand or identify the procedures and processes of qualitative and quantitative research methods.
3. Fail to demonstrate competence in analysing marketing data using statistical techniques. Provide analysis that is correct or complete.
4. Fail to provide practical or effective recommendations, or ensure recommendations are supported by the analysis of marketing data.
5. Fail to present and organise information effectively, resulting in a disorganised and unclear business report.

Assessment Task

2. Mid-term Test

Excellent (A+, A, A-)

1. Exceptionally identify key functions and roles of marketing research in marketing organisations and comprehensively understand the entire marketing research process.
2. Exceptionally recognise and understand all aspects of marketing research concepts and their applications.
3. Accurately identify and explain the procedures and processes in both qualitative and quantitative research.
4. Exceptionally apply survey research methods and design effective surveys.

Good (B+, B, B-)

1. Effectively identify key functions and roles of marketing research and solidly understand the marketing research process.
2. Effectively recognise and understand most aspects of marketing research concepts and their applications.
3. Effectively identify and explain the procedures and processes in both qualitative and quantitative research.
4. Effectively apply survey research methods and design effective surveys.

Fair (C+, C, C-)

1. Adequately identify key functions and roles of marketing research and understand some aspects of the marketing research process.
2. Adequately recognise some aspects of marketing research concepts and their applications.
3. Adequately identify and explain procedures and processes in either qualitative or quantitative research.
4. Adequately apply survey research methods and design effective surveys.

Marginal (D)

1. Insufficiently identify key functions and roles of marketing research and understand the marketing research process to a limited extent.
2. Insufficiently recognise aspects of marketing research concepts and their applications.
3. Insufficiently identify and explain procedures and processes in qualitative or quantitative research.
4. Insufficiently apply survey research methods and design surveys.

Failure (F)

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

3. Class Discussion

Excellent (A+, A, A-)

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

Good (B+, B, B-)

1. Effectively present and communicate ideas in oral and/or written format, discussing key roles of marketing research and its applications in classes.
2. Regularly participate in class discussions by offering constructive ideas and asking relevant questions related to the process and procedures in conducting marketing research and its practice in business organisations.

Fair (C+, C, C-)

1. Present and communicate ideas in oral and/or written format, discussing key roles of marketing research and its applications. Need improvement in the depth and clarity of discussion.
2. Participate in class discussions occasionally, with ideas and questions that are generally relevant to the process and procedures in conducting marketing research and its practice in business organisations.

Marginal (D)

1. Show basic skills in presenting and communicating ideas about key roles of marketing research and its applications in weekly classes. Need refinement and clarity.
2. Participate in class discussions infrequently. Enhance the quality of participation with a stronger focus on ideas and questions directly related to the process and procedures in conducting marketing research and its practice in business organisations.

Failure (F)

1. Fail 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. Do not participate in class discussions, or offer ideas and questions that do not relate to the process and procedures in conducting marketing research and its practice in business organisations.
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Assessment Task

4. Computer Lab Exercise

Excellent (A+, A, A-)

1. Display proficiency in applying appropriate statistical methods to analyse marketing data using the software. Demonstrate exceptional ability to navigate and use the statistical software and execute analysis tasks effectively.
2. Provide outstanding interpretation and communication of the results output by the software. Demonstrate 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. Demonstrate good ability in applying appropriate statistical methods to analyse marketing data using the software. Show reliable competence in navigating and using the statistical software and executing analysis tasks.
2. Provide accurate interpretation and communication of the results output by the software. Show 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. Demonstrate adequate ability in applying statistical methods to analyse data using the software. Show basic competence in navigating and using the statistical software and carrying out analysis tasks.
2. Provide acceptable interpretation and communication of the results output by the software. Demonstrate 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. Show limited ability to apply statistical methods to analyse marketing data using the software. Improve navigating and using the statistical software and executing analysis tasks.
2. Improve interpretation and communication of the results output by the software. Demonstrate basic understanding of the output, but enhance skills in relating the output to marketing contexts and interpreting the findings.

Failure (F)

1. Fail to demonstrate the ability to apply appropriate statistical methods to analyse marketing data using the software. Struggle with navigating and using the statistical software and executing analysis tasks.
2. Provide ineffective interpretation and communication of the results output by the software.

Assessment Task

5. Final Examination

Excellent (A+, A, A-)

1. Exhibit comprehensive understanding of all aspects of the course, with 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 analysing 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.

Good (B+, B, B-)

1. Show a strong understanding of all aspects of the course, and 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 analysing 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.

Fair (C+, C, C-)

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

Failure (F)

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. Fail to effectively identify procedures in conducting qualitative and quantitative research and their relevant methodologies.
3. Fail to show competence in analysing marketing data using key statistical techniques.
4. Fail to apply course content effectively in practical marketing research situations or to design and develop appropriate research for business problems.

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.