

Subject Code	MM6742
Subject Title	Frontiers in Marketing Research
Credit Value	1
Level	6
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Nil.
Objectives	<p>This subject contributes to the achievement of the programme outcome by sharpening students' ability to conduct applied research and innovation by critically applying knowledge and scientific skills within their academic discipline and formulating sophisticated solutions as critical thinkers (Outcome 1).</p> <p>This subject will expose students to current methodologies and applications of research and development in marketing.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Learn the current research topics and new developments in marketing Understand how various research methods and tools can provide insights to marketers and improve firms' marketing performance. Develop the skills to identify interesting research problems in marketing and management.
Subject Synopsis/ Indicative Syllabus	<p>The focus will be on current research directions in the following areas:</p> <ul style="list-style-type: none"> ▪ B2B Marketing/retailing ▪ Branding ▪ Sustainability and Green Marketing ▪ Service Marketing ▪ AI and Digital Marketing ▪ Digital platforms ▪ Data-driven consumer insights
Teaching/Learning Methodology	<p>This subject will use a combination of lectures, student participation, and class discussions.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	Continuous Assessment*	100%			
	1. Class Presentation Discussion	40%	✓	✓	✓
	2. Individual Written Report	60%	✓	✓	✓
	Total	100 %			
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students are expected to show their understanding of the issues related to the research in marketing management and consumer research through assessments that involve active class participation and discussions, particularly focusing on students' presentations. Immediate feedback from the subject lecturer is also provided following the presentations, fostering a collaborative learning environment. In addition, students must submit an individual written report to showcase their understanding of the subject matter.</p> <p>To pass this subject, students are required to obtain Pass in the Continuous Assessment components.</p>					
Student Study Effort Expected	Class contact:				
	▪ Lectures				10 Hrs.
	Other student study effort:				
	▪ Reading Assignment				25Hrs.
	Total student study effort				35Hrs.
Reading List and References	Research papers in the leading academic journals in marketing.				