

Subject Description Form

Subject Code	MM3761
Subject Title	Marketing Research
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2711) or Introduction to Marketing (MM2BN05) or Marketing (MM273) and Introduction to Probability and Statistics (AMA217) or Quantitative and Computational Methods (ME3903) or Quantitative Methods for Business (AMA2101/LGT2105) or Quantitative Methods (ISE206) or Probability & Engineering Statistics (AMA302/AMA305) or Statistics and Mathematics for Textiles (ITC241) or equivalent
Objectives	It provides an understanding of the underlying concepts of marketing research and the importance of information to the making of marketing decisions. It aims to introduce students the basic marketing research techniques and to develop their ability to interpret marketing research findings.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. explain the nature and scope of marketing research; b. describe its role in designing and implementing successful marketing programs; c. use statistical programs for analyzing and interpreting marketing research data, and recognizing new data sources in the marketplace; (BBA Outcome 14) d. use and evaluate marketing research, and to design simple research investigations.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> - Introduction to Marketing Research /Research Problems and Research Objectives - An Overview of Data Sources - Qualitative Methods and Survey Methods - Measurements and Designing Questionnaires - Sampling Procedures and Sample Size - Preparing Data for Analysis (including descriptive statistics) - Univariate Data Analysis (including one sample t-test) - Bivariate Analysis (including mean comparison tests, chi-square test, correlation analysis, and simple linear regression) - Multivariate Data Analysis (including factor analysis and multiple regression)
Teaching/Learning Methodology	This subject is taught in thirteen three-hour sessions on a weekly basis. The sessions consist of formal lectures, seminar discussions and computer workshops. Active student participation is expected. Lectures cover the main theoretical, conceptual and technical aspects of the syllabus. Computer workshops are used for students to gain hands-on experience of application software in analyzing survey data. The other activities are for developing and integrating the materials in the subject.

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	d
	Continuous Assessment*	50%				
1. Participation	10%	✓	✓		✓	
2. Individual assignments - Analyzing Data - Reviewing new data sources	20%	✓	✓	✓	✓	
3. Group Project	20%	✓	✓		✓	
Examination	50%	✓	✓		✓	
Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject are able to –</p> <ul style="list-style-type: none"> ▪ Demonstrate a basic understanding of concepts/theories; ▪ Possess the ability to apply concepts/theories to real situations and prepare a simple research proposal ▪ Solve problems in business settings ▪ Apply concepts/theories in a given situation and solve problems ▪ Use statistical programs for analyzing and interpreting marketing research data 						
Student Study Effort Required	Class contact:					
	<ul style="list-style-type: none"> ▪ Lectures 				39 Hrs.	
	Other student study effort:					
	<ul style="list-style-type: none"> ▪ Preparation for lectures 				14 Hrs.	
	<ul style="list-style-type: none"> ▪ Preparation for data analysis tests, in-class exercises, take-home assignments, and final examination 				56 Hrs.	
Total student study effort					109 Hrs.	
Reading List and References	<p>Recommended Textbook Burns, Veeck, and Bush, Marketing Research, 8/E (Prentice Hall).</p> <p>References Aaker, Kumar and Day, Marketing Research 11/E (Wiley). Churchill & Iacobucci, Marketing Research: Methodological Foundations, 12/E (South-Western). <i>Journal of Marketing Research</i> <i>Journal of Consumer Research</i> <i>Journal of Marketing</i> <i>Marketing Science</i></p>					

August 2022