

## Subject Description Form

<b>Subject Code</b>	MM3761
<b>Subject Title</b>	Marketing Research
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<p><b>Pre-requisite:</b> Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or Marketing (MM273) and</p> <p>Introduction to Probability and Statistics (AMA217) or</p> <p>Quantitative and Computational Methods (ME3903) or</p> <p>Quantitative Methods for Business (AMA2101/LGT2105) or</p> <p>Quantitative Methods (ISE206) or</p> <p>Probability &amp; Engineering Statistics (AMA302/AMA305) or</p> <p>Statistics and Mathematics for Textiles (ITC241) or equivalent</p>
<b>Role and Purposes</b>	<p>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. This subject contributes to 6 of the 13 outcomes of the BBA(Hons) Programme.</p>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. explain the nature and scope of marketing research (<b>BBA Outcomes 9 &amp; 10</b>);</li> <li>b. describe its role in designing and implementing successful marketing programs (<b>BBA Outcomes 9 &amp; 10</b>);</li> <li>c. locate and identify information sources relevant to solving marketing problems (<b>BBA Outcomes 9 &amp; 10</b>);</li> <li>d. use statistical programs for analyzing and interpreting marketing research data (<b>BBA Outcomes 6, 9 &amp; 10</b>);</li> <li>e. use and evaluate marketing research, and to design simple research investigations (<b>BBA Outcomes 1, 9 &amp; 10</b>).</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ul style="list-style-type: none"> <li>- Introduction to Marketing Research /Research Problems and Research Objectives</li> <li>- An Overview of Data Source</li> <li>- Qualitative Methods and Survey Methods</li> <li>- Measurements and Designing Questionnaires</li> <li>- Sampling Procedures and Sample Size</li> <li>- Preparing Data for Analysis (including descriptive statistics)</li> <li>- Univariate Data Analysis (including one sample t-test)</li> <li>- Bivariate Analysis (including mean comparison tests, chi-square test, correlation analysis, and simple linear regression)</li> <li>- Multivariate Data Analysis (including factor analysis and multiple regression)</li> </ul>

<b>Teaching/Learning Methodology</b>	This subject is taught in thirteen three-hour session on a weekly basis. The sessions consist of formal lectures, seminar discussions, computer workshops and case study analysis. 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.																																																																					
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="424 371 1449 819"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th></th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment</b></td> <td><b>50%</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>2. SPSS Test</td> <td>20%</td> <td></td> <td></td> <td></td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>3. Individual/group assignment</td> <td>20%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td><b>Examination</b></td> <td><b>50%</b></td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td><b>Total</b></td> <td><b>100 %</b></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="424 842 1449 909">*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</p> <p data-bbox="424 920 1449 987">To pass this subject, students are required to obtain Grade D or above in <b>BOTH</b> the Continuous Assessment and Examination components.</p> <p data-bbox="424 999 1449 1099"><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="472 1111 1449 1379" style="list-style-type: none"> <li>▪ Demonstrate the basic understanding of concepts/theories;</li> <li>▪ Possess the ability to apply concepts/theories to real situations and prepare a simple research proposal</li> <li>▪ Solve problems in business settings</li> <li>▪ Apply concepts/theories in a given situation and solve problems</li> <li>▪ Use statistical programs for analyzing and interpreting marketing research data is assessed</li> </ul>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e		<b>Continuous Assessment</b>	<b>50%</b>							1. Participation	10%	✓	✓	✓			✓	2. SPSS Test	20%				✓			3. Individual/group assignment	20%	✓		✓			✓	<b>Examination</b>	<b>50%</b>	✓	✓	✓			✓	<b>Total</b>	<b>100 %</b>						
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<b>Reading List and References</b>	<p data-bbox="424 1805 1449 1861"><b>Recommended Textbook</b> Burns, Veeck, and Bush, Marketing Research, 8/E (Prentice Hall).</p> <p data-bbox="424 1872 1449 2011"><b>References</b> Aaker, Kumar and Day, Marketing Research 11/E (Wiley). Churchill &amp; Iacobucci, Marketing Research: Methodological Foundations, 10/E (South-Western).</p>																																																																					