

LINGNAN UNIVERSITY
DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
MKT3203 Marketing Research
Second Term, 2023–2024



Spring 2024

LUI Hon-Kwong

Course Objectives

(Prerequisite: BUS2205 - Marketing Management)

The purpose of marketing research is to support managerial decision-making. In this course, students will be introduced to the different stages of the marketing research process. The focus will be on how to: (i) specify information needs and design a research study to meet those needs; (ii) collect, analyze, and use marketing research data to make effective managerial decisions; (iii) communicate the research findings and their implications to various publics.

Specifically, this course will help students to

- Be familiar with certain terminology used in marketing research.
- Understand the importance of data, including data collection plans, data analysis, and data reporting.
- Learn the process of conducting marketing research projects.
- Be able to apply these concepts and tools to the real world.

Learning Outcomes

Upon completion of this course, students are expected to show:

- Familiarity with the statistical terms commonly used in marketing research.
- Understanding of the role of marketing research in solving marketing problems and developing marketing strategies.
- Knowledge about the process and different research methods and designs of conducting marketing research.
- Skills to use a statistical package such as SPSS to analyze data and interpret the results, and to collect data by Qualtrics.

Measurement of Learning Outcomes

- Students are required to take a mid-term test and a final examination. These are used to assess students' understanding of the key functions of marketing research in organizations.
- Students are required to work on a group project. The project is to assess students' competence level to apply marketing research concepts and methods to a real business situation.
- Students are required to complete SPSS and Qualtrics exercises

Required Text

Carl McDaniel Jr., and Roger Gates (2020). *Marketing Research*. Global Edition. 12th Edition. John Wiley & Sons.

Supplementary Text

George Darren, and Paul Mallery. (2021). *IBM SPSS Statistics 27 Step by Step: A Simple Guide and Reference*. 17th Edition. Taylor & Francis.

Teaching Approach

The basic teaching approach is through a series of lectures coupled with SPSS and Qualtrics exercises, a mid-term test, a group project and a final examination. Regular attendance and active class participation are strongly encouraged. Students will also learn how to conduct a web-based survey system

Course Assessment

SPSS Exercises	10%
Mid-Term Test	10%
In-class computer activities/quiz	10%
Class Participation & pop quizzes	10%
Group Project	20%
Examination	40%

Important Notes:

- Students shall be aware of the University regulations regarding dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations.
- Students are required to submit writing assignment(s) using Turnitin.
- To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available at <https://pla.ln.edu.hk>.
- ChatGPT and other Generative AI tools are allowed for use in written assignments. AI output used in assessment tasks should be properly referenced. For example, students may be required to submit a list of the "prompts" they gave to get content used in coursework and essays.

Lecture Schedule

Week	Topic	Reading Assignment
1	Steps in Creating Market Insights and the Growing Role of Marketing Analytics	Ch. 1
2	Secondary Data: A Potential Big Data Input Measurement to Build Marketing Insight	Ch. 2–3
3	Acquiring Data Via a Questionnaire	Ch. 4
4	Sample Design Traditional Survey Research	Ch. 5–6
5	Qualitative Research	Ch. 7
6	Primary Data Collection: Observation	Ch. 9
7	<i>Mid-Term Test</i>	Ch. 1–7, 9
8	Marketing Analytics	Ch. 10
9	Primary Data: Experimentation and Test Markets	Ch. 11
10	Data Processing and Basic Data Analysis	Ch. 12
11	Statistical Testing of Differences and Relationships	Ch. 13
12	More Powerful Statistical Methods	Ch. 14
13	Revision	Ch. 1–7, 9–14

Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.

Group Project and Guidelines

The purpose of this group project is to develop students' research skills in dealing with real-life business issues. Each group is required to select a real-life marketing topic and conduct a small-scale market study. Each group needs to make a 20-minute presentation in the first week of April 2023. The completed report consists of a maximum of 15 pages (A4 size, font size 12, double line spacing) and is due on **12 April 2024** via **Moodle Turnitin**.

Reports longer than 15 pages will be penalized. Specifically, the report should cover the following:

- Background/Introduction
- Research Problems and Objectives:
- Methodology
- Findings
- Potential managerial benefits
- Conclusion

Team Evaluation Form

Student's Name: _____ Group number: _____

Assuming you have \$100 to divide among the members of your team (including yourself) based on each member's overall contribution to the case study. The team member who contributes the most should receive the largest share of the \$100. The member whose overall contribution was the least would receive the smallest amount. In the space below, please write the names of your team members, *including yourself*, and the dollars you feel they deserve:

Name (in alphabetical order)	Contribution (\$)
Total	\$100

You are welcome to provide ANY other comments or observations.
