

LINGNAN UNIVERSITY
Department of Marketing and International Business
Course Description and Schedule
First Term, 2026-2027

Course Title:	Marketing Research
Course Code:	MKT 3203
Number of credits/Term:	3
Instructor:	Qian WANG (SEK101, qian.wang@ln.edu.hk)
Class Meetings:	Monday (13:30 - 16:30, LCH 206)
Consultation Hours:	Monday 10:30 - 12:30 Tuesday 14:30 - 16:30
Prerequisite:	BUS2205 (Marketing Management)

BRIEF COURSE DESCRIPTION:

The purpose of marketing research is to support managerial decision making. In this course, students will be introduced to the different stages of marketing research process. The focus will be on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze, and use marketing research data to make effective managerial decisions; (3) communicate the research findings and their implications to various publics.

COURSE OBJECTIVES:

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

LEARNING OUTCOMES:

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

1. Familiarity with the statistical terms commonly used in marketing research.
2. Understanding of the role of marketing research in solving marketing problems and developing marketing strategies.
3. Knowledge about the process and different research methods and designs of conducting marketing research.
4. 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:

1. A final exam and pop quizzes require students to demonstrate knowledge learned in the course.
2. A group-based project requires students to conduct a marketing research project, which includes the exercise to identify a marketing related research question, design a research plan, collect and analyze the data, and then interpret and report the research results.

3. SPSS assignments require students to use the proper statistical model(s) to analyze the data using a statistical package.

ASSESSMENT:

Class participation	10%
Mid-term test	10%
SPSS assignments	10%
In-class computer activity	10%
Group Research Project	20 %
Final exam	40 %

Total	100%
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Note: Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

COURSE REQUIREMENTS:

Class Participation (10%)

All students are expected to attend classes with all reading and assignments completed. Although the course is lecture-based, occasional class discussion requires your understanding of the assigned readings and assignments. Class attendance is required. Please notify me in advance of any anticipated absence (Email: qian.wang@ln.edu.hk).

Mid-term Test (10%)

A mid-term test is a closed-book test. A multiple choice test covering the material covered in the initial weeks of the course and covering materials from the associated book chapters will be arranged during the normal class hours. The tentative mid-term test date will be **Oct 26**.

In-class computer activity (10%)

Some online activities will be implemented on Qualtrics. Participation in these online assignments and activities determine the marks.

SPSS Assignments (10%)

You will have 2-3 individual SPSS assignment(s). SPSS assignments are designed to ensure you understand the practical aspects of class materials. These assignments require you to collect primary data, run some analyses in SPSS, and report your results. Although students are allowed and encouraged to discuss the assignments with their classmates, students need to submit their own assignment and are not allowed to duplicate other's work. Late submission is allowed but it will result in certain level of penalty.

Group Research Project (20%)

The purpose of the team research project is to provide you with hands-on experience through each phase of a research program. At the end of the project, you should have a

deep understanding of the effort required to execute a meaningful marketing research program.

Contribution by each member will be assessed via meeting reports (appendix 2), peer evaluation form (appendix 3), and by instructor's observation. In some cases, the main contributor(s) may get extra credits, while member(s) with low or no contribution should expect some level of penalty for the marks in the project.

You will be marked on the following:

Project Presentation

A group needs to make a professional **15-minute presentation** outlining the research design, data preparation, analysis, and findings. **Overlong** presentations will be **penalized**. Each group member should speak. Please be on time for your presentation and make sure equipment is working well before your presentation begins. You should not read out the whole project report, concentrate on a few areas or examples which the class may find interesting and maybe can discuss. You **will not be penalized** for not covering all the areas of the report in your presentation, rather you will be **rewarded** for making an interesting and professional presentation complete with appropriate examples.

Report

In your report let me know the details of your research design, data collection, analysis, and findings. Reports should have **sections on introduction, methodology, findings, recommendations, conclusions, etc.** It must be double-spaced in 12-point font, with 2.5cm margins on four sides, and should be within 12 pages (excluding cover page, content page, references, and appendices), and should be submitted via Moodle in the last week of the semester.

Final Exam (40%)

Final Exam is a closed-book exam. Questions cover the materials in the course. It will be primarily about interpretation and computation of data analysis. Detailed exam formats will be announced at least one week prior to the exam.

Required/Essential Readings:

McDaniel, Carl and Roger Gates, *Marketing Research* (Global Edition), 12th Edition, Wiley & Sons, 2021.

<https://apbookshop.com/LNU/EN/Display/PrintedBook?ISBN=9781119716310>

This is an accessible text of around the right depth, which give you a thorough comprehension of the principles of Marketing Research. However, knowledge seeking cannot be restricted to only one textbook. Students are advised to explore and study other related reading materials in an adequate manner.

George, Darren and Paul Mallery, *IBM SPSS Statistics 29 Step by Step: A Simple Guide and Reference*, 18th edition, Taylor & Francis, 2023.

<https://apbookshop.com/LNU/EN/Display/PrintedBook?ISBN=9781032070940>

Supplementary Readings:

Malhotra, Naresh, *Marketing Research An Applied Orientation*, 7th edition, Pearson, 2019.

Burns, Alvin, Ann Veeck, and Ronald Bush, *Marketing Research*, 9th edition, Pearson, 2020.

COURSE POLICIES

1. Students are expected to read the assigned chapters and cases prior to class and thus be fully prepared to participate in class discussions.
2. Students are expected to spend a total of 9 hours (i.e. 3* hours of class contact and 6* hours of personal study) per week to achieve the course learning outcomes.
3. Students are responsible for completing assignments, obtaining notes and any handouts, and keeping themselves informed of any announcements made in class, irrespective of attendance. I typically do not take attendance; however, participation and pop quizzes take 15% of your final grade in the class. Students will be excused for any legitimate reasons for their absence from class (e.g. illness, religious holidays, family emergency, and other personal or business matters). Nonetheless, I will expect a notice of your absence before or after the event.
4. Unacceptable class conduct includes late arrivals, early departures, sleeping in class, reading extraneous material in class and initiating and participating in irrelevant discussions.
5. All mobile phones & other electronic devices must be switched to silent mode during class hours. Tablets and laptops are permitted **only if** they are used for note taking. If you are expecting an important phone call/ message and need to use the device during the class meeting, you **NEED** to inform me prior to the class.
6. All assignments are due in class at the beginning of class or via email on the dates indicated on the syllabus. Late submission *could result in penalty or 0 marks (unless you receive prior approval from me)*.
7. Special needs, religious observances, should bring them to my attention in the “first two weeks of class.”
8. Students must adhere to the University’s guidelines and practices when using Generative Artificial Intelligence (AI) tools. The official documents “Guidelines for Using GAI Tools at Lingnan University” and “Best Practices for Ethical and Responsible Use of GAI Tools in Course Assessments” can be found here: <https://www.ln.edu.hk/tlc/generative-artificial-intelligence/gai-guidelines-best-practices>.

Lecture Schedule

Week	Date	Topic	Reading Assignment
1	Sep 7	Steps in Creating Market Insights and the Growing Role of Marketing Analytics Secondary Data: A Potential Big Data Input	Ch.1 Ch.2
2	Sep 14	Measurement to Build Marketing Insight	Ch.3
3	Sep 21	Acquiring Data Via a Questionnaire Sample Design	Ch.4-5
4	Sep 28	Traditional Survey Research Qualitative Research	Ch.6-7
5	Oct 5	Primary Data Collection: Observation	Ch.9
6	Oct 12	Marketing Analytics	Ch.10
7	Oct 19		
8	Oct 26	Mid-Term Test	Ch. 1-7, 9-10
9	Nov 2	Primary Data: Experimentation and Test Markets	Ch.11
10	Nov 9	Data Processing and Basic data analysis	Ch.12
11	Nov 16	Statistical Testing of Differences and Relationships	Ch.13
12	Nov 23	More Powerful Statistical Methods Communicating Analytics and Research Insights Review	Ch.14-15
13	Nov 30	Group Presentation	

Appendix 1. Team Formation

Group Name: _____

Student Names with university ID (5 in a group)

1) _____

2) _____

3) _____

4) _____

5) _____

Appendix 2. Meeting Report

(Please develop your own form and include the following items/ this report should be completed *before* developing the data collection plan and questionnaire)

Date:

Time (start/ end):

Participants:

Discussion topics and discussion content (template)

Topic	Discussion content	Conclusion/ Decision
1.	Member A: Member B:	
2.	Member C: Member A:	
3.		
...		

Work assignment (e.g., who will do what):

Appendix 3: Team Evaluation Form

Student's Name: _____ Group Number: _____

Assume that 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 whose contribution was the greatest should receive the largest share of the \$100. The member whose overall contribution was smallest 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:

<u>NAME</u>	<u>CONTRIBUTION</u>
	Total: \$100

Overall, use the following space to write a few sentences explaining why a member is allocated the most in your team. What are the major contributions (s)he has done to the team? Next, briefly explain your role in this project. Specifically, what aspects of the projects did you get involved. In addition, you are encouraged to offer any other observation or comments regarding your team work.

Your primary role and involvement:

Strongest member's name: _____

Comments: _____

Dissatisfying member's name: _____

Comments: _____
