LINGNAN UNIVERSITY
DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
MIB502 Applied Marketing Research
First Term, 2023–2024

Autumn 2023   *LUI Hon-Kwong*

Course Objectives

The purposes of marketing research are to better understand marketing phenomena and to support managerial decision-making. In this course, students will be introduced to the different types of marketing research. The focus will be on (i) improving students' analytical and problem-solving skills; (ii) introducing students to different stages of the marketing research process including problem definition, research design, data collection and analyses, and report writing, (iii) demonstrating the use of marketing research in informing managerial decision making.

Specifically, this course will help students to
- Comprehend the key functions of marketing research in organizations
- Critically review marketing research proposals and designs
- Plan quality data collection and develop research instruments
- Select a proper sampling design and determine the appropriate sample size
- Conduct appropriate data analysis
- Draw managerial implications for business applications

Learning Outcomes

On completion of this course, students will be able to:
LO1: Have a solid understanding of the impact marketing research has on managerial decisions
LO2: Comprehend various types of marketing research and related methodologies
LO3: Propose and design a marketing research
LO4: Conduct a marketing research project, perform data analyses, and report research findings

Measurement of Learning Outcomes

- Students are required to analyse marketing cases critically and present their views in class. Students will be assessed whether they can draw managerial implications for business applications and their performance in oral presentation is also assessed by peers.

- 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 encouraged to integrate this with the requirements of *MIB506 Consulting Projects* and produce a research proposal for the chosen sponsoring company.

Specific assessment methods/tasks	Weighting	Learning outcomes measured			
		LO1	LO2	LO3	LO4
Case analysis and participation	15%	✓	✓	✓	✓
Mid-term test	20%	✓	✓		
Final examination	30%	✓	✓		
Group project	35%	✓	✓	✓	✓

Required Text

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

Supplementary Text

George Darren, and Paul Mallery. (2019). *IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference*. 16th Edition. Boston: Routledge.

Teaching Approach

The basic teaching approach is through a series of lectures coupled with case studies, 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

Case Analysis and Participation	15%
Mid-Term Test	20%
Examination	30%
Group Project	35%

Students shall be aware of the University regulations regarding dishonest practice in coursework and the possible consequences as stipulated in the Regulations Governing University Examinations.

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	*Mid-Term Test*	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

Important Notes:

- 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.

- 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.

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 develop a marketing research plan to address the business problems identified. Students are encouraged to integrate this with the requirements of *MIB506 Consulting Projects* and produce a research proposal for the chosen sponsoring company. The completed report consists of a maximum of 25 pages (A4 size, font size 12, double line spacing) and is due on ***25 November 2023*** via **Moodle Turnitin**

Students are expected to clearly explain the research background and to identify relevant research problems, using desktop research and personal interviews. Specifically, the research proposal should outline the design, instrument and methodology. A marketing research proposal usually, but **not necessarily consists of all** of the following:

- Research Problems and Objectives:
    - Company/Industry background
    - Definition of problems
    - Purposes and research objectives

- Research Design:
    - Definition of variables
    - Framework of relations
    - Research Method
    - Target population, sampling, and sample size or other data sources
    - Research instruments and measures
    - Proposed analytical procedures
    - Expected results

- Potential managerial benefits

- Proposed schedule and resources needed

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.

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MIB502 Applied Marketing Research

Rubrics for Measuring Learning Outcomes

Name: _____   Marks: _____ out of 8   Date: _____

Trait	Very Good (2 marks)	Satisfactory (1 mark)	Unsatisfactory (0 mark)	Marks
Have a solid understanding of the impact marketing research has on managerial decisions	Can derive comprehensive managerial insights from marketing research findings to assist management in making relevant marketing decisions	Can draw some lessons for managers from marketing research findings in terms of identifying specific factors	Cannot relate marketing research to management problems and decisions.	
Comprehend various types of marketing research and related methodologies	A clear understanding of different types of marketing research, their objectives, purposes, strengths and weaknesses	Able to identify, with limited discussions, the uses of different types of marketing research	Fail to identify different types of marketing research or their purposes	
Propose and design a marketing research	Able to propose and design appropriate method(s) and research to solve research problems	Able to identify the relevant method(s) given the research problems	Fail to identify suitable method(s) given the research problems	
Conduct a marketing research project, perform data analysis, and report research findings	Able to adopt relevant analytical methods to derive meaningful results and draw meaningful conclusions	Able to identify the relevant analytical procedures to address relevant research problems	Unable to identify the relevant analytical procedures to address relevant research problems	

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