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## Overview

The course is designed to teach you the basic principles and tools in marketing research, from problem formulation to research design, and from data collection to data analysis. Students will learn how to design a market research to address management problems from analysts' perspective, as well as how to evaluate and interpret research findings from clients' perspective. The learning may be beneficial to future careers in market research, consulting, marketing management, data analytics, and entrepreneurship.

There are two modules of the course. The first module introduces the building blocks of marketing research, including problem formulation, research design, and data collection methods. The second module teaches you how to use statistical tools to answer research questions.

A major objective of the course is to give you some "hands-on" exposure to techniques that are fundamental to most marketing research. To that end, you will conduct a small-scale research project together with a group of classmates. The project can help you understand the concepts and methods learned in class and prepare you for conducting large-scale research in your future career.

## Enrollment

### ***Prerequisites (strict)***

Marketing Management (MARK 2120) and Business Statistics (ISOM 2500).

### ***Registration***

The add/drop period is September 1-14. There are three sections of the same course at different time and location. You should choose one that best fits your schedule and attend the section throughout the course. No change in section will be allowed after September 14.

For general enquiries about enrollment, please contact Executive Officer, Miss Roxanne LAU ([mkrox@ust.hk](mailto:mkrox@ust.hk)).

## Course materials

### ***Textbook***

Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, ***Basic Marketing Research***, 9<sup>th</sup> Edition, CENGAGE Learning. – available in the campus bookstore.

### ***Lecture Slides***

The lecture slides will be posted on the course website (<http://canvas.ust.hk>) before class. In class I will cover more details. Taking notes is strongly recommended.

### ***Software and Survey Tools***

Most of the data analysis can be done in Excel. However, we will also rely on SPSS for more advanced analyses. SPSS is an intuitive, menu-based program that you can easily learn on your own. If, however, you are already familiar with a different package (e.g., R, Stata, SAS, JMP, Matlab), feel free to use it. We will hold two tutorials (see the "Tutorials" section to help you learn the basics.

You can access to SPSS through either Computer Barn A (<https://itsc.ust.hk/services/academic-teaching-support/facilities/computer-barn>) or Virtual Barn (<http://itsc.ust.hk/services/academic-teaching-support/facilities/virtual-barn/>).

For the class project, most of you will conduct survey study. There are various ways of distributing questionnaires. Online survey is one efficient way. There are many online survey tools available in the market (e.g., Qualtrics, SurveyMonkey, Google Forms). HKUST students can use Qualtrics to conduct survey studies. For instructions on creating a Qualtrics account, please check ITSC's website "[Qualtrics – How to Create an Account?](#)". You may also like to visit "[Learn Qualtrics in 5 Steps](#)", an online tutorial that lets you master Qualtrics in a short time.

## Tutorials

The official tutorial time is Monday 18:00-19:50. You can use the time for course preparation and review, or to work on group project and individual assignment. The first two quizzes will be held during the tutorial time (see "Course Schedule" in the end of the syllabus), so please make sure there is no time clash on schedule.

We will also hold two tutorials on data analysis using SPSS, one on October 14 and the other on October 21. During these tutorials, we will walk you through the basics of SPSS software as well as some of the analyses covered in class using the software. They are not compulsory but we strongly recommend you attend one of the tutorials. The two tutorials are almost identical except that the second one will cover a few additional analyses. Hence, you only need to attend one.

## Grading

### 1. Breakdown

Component	Points
Quizzes – Best two out of three	40
Individual Assignment	8
Class Participation	5
Marketing Experiment	2
Group Project	45
<ul style="list-style-type: none"> <li>• Research proposal (5)</li> <li>• Exploratory research (10)</li> <li>• Questionnaire design (5)</li> <li>• Presentation (10)</li> <li>• Final Report (15)</li> </ul>	
Total	100

## 2. Quiz

There are three quizzes designed to assess how well you understand the course materials as the course progresses. The first two quizzes take place midway while the final one takes place during the final exam period (to be scheduled). The scope of the three quizzes follows the structure below:

- First quiz: from Lecture 1 (Introduction) to Lecture 6 (Questionnaire Design).
- Second quiz: from Lecture 7 (Sampling) to Lecture 11 (Hypothesis Testing 2).
- Third quiz: from Lecture 12 (Regression 1) to Lecture 16 (Synthesis)\*.

*\* Note: Lecture 16 includes both a summary of the whole course and some additional content. Materials that are covered in the first two quizzes will not appear again in the final quiz.*

Quiz questions cover materials addressed in the lectures. Hence, attending lectures is essential for a good score. Most of the lectures are based on the textbook, which provides more detailed explanations and cases that help you understand the concepts in class. You may find the textbook very useful when preparing for the quizzes.

We understand that personal circumstances (e.g., illness, accidents, interviews, etc) may sometimes cause students to miss or underperform during a quiz. To help protect your grade against such unfortunate events, only your best 2 (out of 3) grades will be counted. Therefore, and also out of fairness towards other students, there will not be a make-up exam.

## 3. Individual Assignment

There will be only one individual assignment on regression analysis. This assignment gives you an opportunity to practice regression analysis in order to better understand the techniques. You are expected to complete the assignment on your own, and submit the assignment before the deadline November 8 (11:59pm). Late submission will be penalized. Please submit your work on Canvas (we do not accept submission by email or hard copy).

## 4. Class Participation

While we do not keep track of attendance, you are encouraged to attend every lecture if possible. Class participation is essential for learning. You will be rewarded if you bring valuable contribution to the lectures. Examples include raising interesting/relevant questions, answering questions asked by the instructor, and giving comments that add additional insights. Here, not only the quantity, but also the *quality*, of the questions/answers/comments matters. To ensure your participation is counted, please (a) attend each lecture and be on time; (b) bring your name tag during each lecture. A few things to keep in mind about the participation:

- A good question/comment is one that is relevant to the discussion and increases everyone's understanding of the issues involved. So lengthy discourses on extraneous material and repetition will not be rewarded.
- The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.

## 5. Marketing Experiment

In accordance with HKUST's research mission, students in all marketing courses are expected to complete a research requirement during the semester. The purpose of this assignment is to give you a brief acquaintance with the type of research conducted in behavioral sciences. You can fulfill this requirement in either one of the following two ways:

1. Sign up for two marketing experiments. See the document *Marketing Experiment* on the course website for detailed instructions. You are advised not to wait until the final weeks of the semester to participate in the marketing experiment.
2. Write two 2-page critiques of academic articles. You can find articles from top field journals, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*.

Please refer to "Marketing Experiments Manual 2019 Fall" on Canvas for the detailed instructions.

## 6. Group Project

The group project provides you with an opportunity to apply your learning in class to real-world problems, helping you better understand the course materials. The project consists of 4 stages:

**Stage 1:** Activities: Form your group and select a research topic (2-3 weeks)

Outputs: Group formed and research topic finalized (**Due on 9/18, Wednesday**)

- Each group should have at least three but no more than six members. If you are unable to find teammates, please e-mail the TA and we will do random matching. No change in group members is allowed after the deadline.
- Each group should have its own name to be used throughout the course. Be creative on the group name. Consider it the brand name of your group. If you have a slogan for your group, feel free to use it.
- Each group should provide a color photo of the whole team. Please add a note indicating the corresponding name of each person in the photo.
- Each group should submit a draft of the research proposal (no more than two pages), discussing the background of the topic, problem formulation (decision and research problems), and plans of research design.
- In sum, the submission should include two separate files:
  1. Information about the group name, each group member (official name and nick name used in the name tag), AND a color photo.
  2. The draft of your research proposal.

**Stage 2:** Activities: Refine research problems and design (1-2 weeks)

Outputs: Research proposal (**Due on 9/27, Friday**)

- Once you get the feedback from us, you should start working on a formal research proposal. It is recommended that you submit the proposal as soon as possible (even before the deadline) so that you can start conducting exploratory research (Stage 3).
- The research proposal should include details about:
  - Problem formulation

- What is (are) the decision problem(s)?
- What are the research problems?
- Research design
  - To address each of the research problems, what research design and method will you adopt?
- Plan for data collection and analysis
  - For each research method, how will you collect the data? E.g., who will you recruit as the participants for your interview or focus group? How many? Through what channel (face-to-face, phone, online, etc)?
  - For each method, how will you analyze the data if you collect them?
- Time schedule
- Please limit your proposal to three to five pages.

**Stage 3:** Activities: Conduct exploratory research AND design a questionnaire for descriptive research (3 weeks)

Outputs: Summary of exploratory research and questionnaire design (**Due on 10/23, Wed**)

- In this stage, you should conduct some exploratory research that helps you revise your research plan and design your questionnaire for more in-depth data analysis.
- Each group should submit a report with a summary report of the exploratory research **AND** a draft of questionnaire design.
  - For each research method you used, state the objectives (what are the research problems to be addressed), provide detail about how you collected the data (who are the subjects, where and how did you conduct the study), and finally interpret and conclude the results (what are the key findings).
  - It is strongly recommended that you videotape the focus group studies or depth interviews if feasible. The videos may be quite useful later (in presentation or writing the final report). You can submit one of the videos (small-size) as part of your report.
  - Having all the results from the exploratory research, if you decide to make changes to the original research problems you started with, then you should summarize and discuss the changes.
  - The summary report should not exceed 10 pages.
  - In a separate document, please provide a copy of your questionnaire for the descriptive research in the next stage. If you design the questionnaire using some online tool, please provide a screenshot of each page.

**Stage 4:** Activities: Conduct descriptive research and analyze data (4-5 weeks)

Output 1: Oral presentation (**11/25 and 11/27, class time**)

- Each group has 15 to 18 minutes (including Q&A) to present their project. The order of the presentations will be randomized.
- The presentation should summarize the essential elements of your research project. A guideline for research presentation can be found in the lecture (Reporting Research).

- Because of time constraint, it is recommended that the presentation cover the most important points and results of the research project. Some minor findings or technical detail can be summarized in the final report.

Output 2: Final report **(Due on 12/4, Wednesday)**

- After your presentation, each group should write up a final report that is no more than **15** pages (excluding the appendix, cover page and table of content). A guideline for writing project reports will be provided in the lecture (Reporting Research).
- The final report should cover the key process of marketing research that you have learned in class. Since the exploratory research has already been summarized in the report of Stage 3, you should simply provide a very brief summary of the exploratory results and place the emphasis on the descriptive research.

### ***Submission on Canvas***

You should submit all group assignments on Canvas. Each group should delegate one person to submit the work instead of making multiple submissions by different persons.

### ***Project Consultation***

We will provide interim feedback to help you improve the project. There are three opportunities, Sep 23, Oct 30, Nov 20, for each group to meet with the instructor in person to discuss the progress and resolve any question related to the project. Details for the consultation schedule will be provided a week in advance.

### ***Grading***

It is important to note that when grading a group project, we will take into account how well you incorporate the feedbacks in the earlier stages. Therefore, the grade is an overall assessment of how you learn throughout the whole project.

### ***Peer Evaluation***

As in professional research projects, every team member should invest appropriate time and effort. However, this may not always be the case. Hence, we will collect peer evaluations at the end of the semester. Each of your group members will need to submit privately an evaluation of your teammates' contribution to the group project. Based on the peer evaluation, we may adapt the grades of individual students to fairly represent their input.

## **Enquiry**

Your teammates are obviously your number one source of help. You will need to work together a lot. If you need any additional help, please contact Ryan, your teaching assistant. Note that Ryan assumes responsibility for many other students. Hence, please respect his time. This means checking the syllabus or your classmates first if you are uncertain about general class issues.

If there are things for which you think only I can help you, please come see me after class or send me an email. When sending an email, please include "[MARK3220 L#]" in the subject line, where "#" is your section number.



## Course Schedule

Date	Topic	Readings
9/2 M	L1. Introduction	Chapter 1
9/4 W	L2. Marketing Research Process	Chapters 2 and 3
9/9 M	L3. Research Design I: Exploratory Research	Chapter 4
9/11 W	L4. Research Design II: Descriptive and Causal Research	Chapters 8 and 9
9/16 M	L5. Data Collection I: Methods and Measurements	Chapter 12
9/18 W	L6. Data Collection II: Questionnaire Design	Chapter 13
9/23 M	Project Consultation	
9/25 W	No class (prepare Quiz 1 and research proposal)	
9/30 M	No class (Quiz preparation) <b>Quiz 1</b> (19:00-20:30)	
10/2 W	L7. Data Collection III: Sampling	Chapters 14 and 15
10/7 M	No class (Chung Yeung Festival)	
10/9 W	L8. Data Analysis I: Preliminary Steps	Chapter 16
10/14 M	L9. Data Analysis II: Descriptive Analysis <b>Tutorial</b> (18:00-19:30)	Chapter 17 (Basic univariate statistics)
10/16 W	L10. Data Analysis III: Hypothesis Testing (Part 1)	Chapter 17 (Hypothesis testing)
10/21 M	L11. Data Analysis IV: Hypothesis Testing (Part 2) <b>Tutorial</b> (18:00-19:30)	Chapter 18 (Indep. and paired samples t-test)
10/23 W	No class (prepare Quiz 2 and project report)	
10/28 M	No class (Quiz preparation) <b>Quiz 2</b> (19:00-20:30)	
10/30 W	Project Consultation	
11/4 M	L12. Data Analysis V: Regression Analysis (Part 1)	Chapter 18 (Regression)
11/6 W	L13. Data Analysis VI: Regression Analysis (Part 2)	
11/11 M	L14. Special Topic: Conjoint Analysis	Supplemental reading

11/13 W	L15. Reporting Research	Chapters 19 and 20
11/18 M	L16. Synthesis	
11/20 W	Project Consultation and Presentation Preparation	
11/25 M	Student Presentations	
11/27 W	Student Presentations	
Final exam period	<b>Final Quiz</b> (To be scheduled)	

### Important Deadlines

Date	Task
9/18 Wednesday	Form group and submit research topic
9/27 Friday	Submit research proposal
10/23 Wednesday	Submit report on exploratory research and design of questionnaire
11/8 Friday	Submit individual assignment on regression analysis
12/4 Wednesday	Submit final report