THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY
DEPARTMENT OF MARKETING

MARK 3220
Marketing Research
(Fall Semester 2021-22)
Course Syllabus

INSTRUCTOR AND INSTRUCTIONAL ASSISTANT

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LEARNING OBJECTIVES

The course marketing research provides the basic tools and procedures in marketing research. During this course you will acquire the insights to translate practical marketing problems in adequate research questions. You will obtain the skills to answer these research questions by designing an appropriate research approach, collecting data and analyzing these data using computer software. Based on these skills, you will also be able to judge the strengths and weaknesses of marketing research reports as presented by firms.

Marketing research serves as a central basis for marketing strategy and firm profitability by providing information relevant to marketing decision making. It is critical for marketing managers to understand the nature of marketing research and to be able to specify what information to seek, how to get it, and how to utilize it in making marketing decisions. This course is aimed to provide students with an overview of marketing research in terms of needs, definition, process, analysis and reporting.

Generally, on completion of this course, students should be able to:
- Translate management problems into tangible research questions
- Demonstrate understanding of basic concepts and methods of marketing research
- Evaluate the quality of marketing information and identify the biases in and/or the limitations of marketing information
- Identify the most appropriate research methods in various conditions
- Analyze marketing research data using the statistical software package SPSS
- Apply research results for a better marketing decision making
- Design and implement a research project that include
  a. problem identification
  b. research design
  c. data collection design
  d. sampling design
  e. data analysis and solution generation

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

CLASS SCHEDULE

Our class meets at LSK 1001 on
- Mondays, 1:30- 2:50 p.m., and
- Fridays, 9:00- 10:20 a.m.

Tutorial sessions are scheduled on **Fridays 6:00- 7:50 p.m.**, at LSK G005

Since these are scheduled tutorials, you should treat each tutorial session as a class that requires attendance, unless otherwise stated (as optional). The nature of the tutorial session for the week shall be announced on the ANNOUNCEMENT page of CANVAS on the Tuesday preceding the tutorial.

COURSE MATERIALS AND LEARNING RESOURCES

Textbook
Naresh K. Malhotra, Marketing research: an applied orientation, Pearson, 2020

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.

You can access to SPSS through either
- Computer Barn (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.

Supplementary reading materials will be occasionally assigned. It is the responsibility of students to search and reproduce a hardcopy of the relevant material if necessary. Videoclips, on the other hand, will only be shown in class once and will not be kept in the library. It is important, therefore, that students attend all lecture sessions so as not to miss any video material.

COURSE DELIVERY AND ASSESSMENT

This course consists of lectures, tutorials, group research projects, and presentations. During the lectures we will discuss the marketing research process and the various research tools that marketing researchers use.

Coursework components

The coursework requirements for this course are listed below:

Coursework	Weighting (%)	Nature of Activity
Term Test 1	15	Individual
Term Test 2	15	Individual
Term Test 3	15	Individual
In-class exercises/ Homework/ Class Participation	8	Individual

Group Project
• Group project Presentation
• Reports
  – Research Proposal (5)
  – Exploratory Research and Survey Questionnaire/ Instrument (15)
  – Final Written Report (15)
	10
	35
		Group (peer-assessed)

Marketing Experiment	2	Individual

> * Students enrolled in MARK3220 are required to earn 2 research credits (worth 2% of the course grade). This can be done through participation in 2 marketing experiments (of 1 hour each) <u>OR</u> by completing 2 research assignments.

Term Tests

The course has 3 term tests which will include both multiple-choice questions and short-answer/ discussion/ problem-solving questions.

Test 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.

In-class exercises/ Homework/ Class Participation

Individual in-class exercises will normally be conducted during class sessions and scheduled tutorial sessions. Brief cases (written or video), or discussion questions will be presented in class and students will be given time to complete said exercises individually. In some cases, students will be asked to perform such exercises in groups. All members of the group will receive the same marks for the exercise. Note that only group members who were present during the group discussion will get credit for the exercise on a given session. *It is a requirement therefore that complete names of group members who participated in the exercise be written on the front page of the answer sheet, otherwise the group will not get credit for the submission.*

Class participation is essential for learning. Since we all bring experience and knowledge into the classroom, I expect all class participants to share this and benefit from it. Examples include raising interesting/relevant questions, answering questions asked by the instructor, and giving comments that add additional insights.

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.

Students who have been allowed to join the class in mixed mode LITE are not expected to participate in active class participation, but I encourage concerned students to participate through email interaction with me.

Group Project

The group project provides you with a learning-by-doing opportunity of conducting a marketing research project professionally. The group project consists of the following steps.

Step 1*:* Group Membership

Each student will be assigned to a particular group consisting of 5 students. Please check your group membership on CANVAS on the date specified on the timetable.

Step 2*:* Select Research Topic

Submit a brief written report specifying your topic that you want to research. Your report should include the following components: 1) brief background, 2) business management problem(s), and 3) research questions. Your topic must be related to a realistic problem faced by real local Hong Kong or multinational institutions, either businesses or nonprofit organizations.

Step 3*:* Research Proposal

Based on your approved topic, each group should submit a draft of the research proposal (no more than four pages), discussing the background of the topic, problem formulation (decision and research problems), and plans of research design.

The research proposal should include details about:
- Problem formulation
  - What is (are) the decision problem(s)?
  - What are the research problems/ objectives?
- Research design
  - To address each of the research problems, what research design and method will you adopt?
  - Be clear about the order that you conduct each research method.
- 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

Step 4*:* Exploratory research
- 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.

       − 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.

Step 5*:* Descriptive research and Report preparation
- In this step, you collect and analyze the data you collected based on the questionnaire and/or experiment that you developed in the previous step.
- Based on the results of the analysis, you draw conclusions and indicate what these results mean for marketing management (i.e. focus on your decision problems).

Step 6*:* Report Submission and Presentation
- Each group will make a final presentation based on the submitted final written report. For the presentation you have a maximum of 12 minutes, and 3 minutes for Q&A. Each member of the group should participate during the presentation.
- Presentation slides AND the final written report should be submitted on the date and time indicated on the course timetable, through CANVAS. Once submitted, no changes can be made in the presentation slides.
- Written report and presentation guidelines are published as a stand-alone document on CANVAS.

Detailed guidelines and instructions are provided in separate documents (Look under the Group Project module on CANVAS).

Peer assessment:
To ensure equal participation in and contribution to team-based activities, a peer assessment system will be in place. Each student is required to evaluate his/ her team members' performance/contribution to the team via the *iPeer* system. The student will also conduct self-evaluation, although the self-evaluation score will not contribute towards the calculation of the student's average evaluation score.

Evaluation criteria include:
- Attendance during team meetings/ activities
- Quality of input/ work done
- Volume of work contributed
- Overall contribution to the group deliverable

Evaluators should include qualitative comments/ evaluation especially in case where extreme scores were assigned to the member being evaluated.

The iPeer events will open and close on specific dates as indicated in the timetable at the end of this syllabus. A student who fails to submit his/her peer assessment on time will automatically earn a significant mark deduction in that particular coursework component.

Individual peer assessment scores will be released on CANVAS after the closing date. The students will then have an opportunity to raise any concern about their peer assessment scores within a given period of time. No queries or challenges will be entertained after the designated cut-off date for raising queries. Please refer to the timetable at the end of this syllabus for the exact dates and times.

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. 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.

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating and there are no acceptable excuses. Anyone caught cheating or plagiarizing in any form will fail the class. Plagiarism is copying anything from another source without citing that source.

Assignments identified as individual tasks must be completed without the assistance of others. For assignments identified as group work, it is expected that all members of the group will have contributed to the final output, and that only members of the group will have contributed to that output. A group may not collaborate with a group from another section of the course.

Extreme care must be taken to avoid passing of other's work as one's own. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Quizzes and tests are to be written without the assistance of notes, other material, or the help of others during the exercise.

The value of many in-class activities (case discussions, interactive learning exercises, etc.,) in these courses is diminished by prior knowledge of them. You are explicitly requested not to discuss class activities with students in other sections of the same course. If students of earlier sections discuss class activities with students in later sections, we view that as cheating. Similarly, it is unacceptable for students of later sections to solicit information from students in earlier sections.

In general, any student who violates academic integrity, through such activities as duplication of another students' work in whole or in part, plagiarism, etc. or other means of cheating, will receive an F for the course. There is no honor in taking someone's work as your own.

The HKUST Academic Integrity site can be accessed at *http://www.ust.hk/vpaao/integrity/*

Your professor makes strong efforts to make the class a comfortable and productive experience for everyone.   Students are expected to do their part in maintaining such pleasant classroom environment.
- Please arrive on time. If you must be late, please minimize disturbance by arriving quietly.
- Please avoid leaving the classroom unless the class is finished.
- Switch off your mobile phones.
- Observe courtesy. Maintain silence when the class is in progress. Participate in class discussions diligently.
- You are expected not to connect to the internet except for course-related materials (i.e., CANVAS course material download).

If you feel that a calculation or judgment error has been made in the grading of a test or any coursework, please write a note describing the error and give it to me **with the original graded document**. If it's a judgment issue, you should also include documentation in support of your opinion (e.g. a photocopied page from the textbook or lecture slides with the relevant information highlighted). I will get back to you as quickly as possible with an answer. Please note that any request for reassessment of a grade usually results in a review of the ENTIRE test or coursework. Students

have <u>one week</u> from the date an assignment/test is returned to submit a grade rebuttal, after which, no rebuttals will be accepted.

PLEASE NOTE: I will not discuss or consider changing the grade on any test or assignment that has not first been submitted as a formal, written rebuttal. If you go through the rebuttal process, but are still unsatisfied with the outcome, you may then make an appointment to see me so that we can discuss the issue further. **There are absolutely no exceptions to this policy.**

MARK 3220- L1 Tentative Timetable

Dates	Topics	Text Chapters	Notes/ Comments
03 Sept (F)	Introduction		
06 Sept (M)	The Marketing Research Process	1	
10 Sept (F)	Problem Definition	2, 3	
13 Sept (M)	Research Design I: Exploratory Research	4,5	
17 Sept (F)			Group membership list published 16 Sept
20 Sept (M)	Research Design II: Descriptive and Causal Research	6, 7	Group Project Topic due on 23 Sept, Thursday 5:00 p.m. (Upload on CANVAS)
24 Sept (F)			
27 Sept (M)	**Term Test 1**		Research Proposal due on 29 Sept, Wednesday 5:00 p.m. (Upload on CANVAS)
01 Oct (F) Holiday			
04 Oct (M)	**Guest Speaker**		Marc de Lange, Director, Intuit Research
08 Oct (F)	Measurement and Scaling	8, 9	
11 Oct (M)	Questionnaire Design and Sampling	10, 11, 12	*Chapter 13 is a reading chapter*
15 Oct (F)	Data Preparation	14	
	Descriptive Analysis and Hypothesis Testing	15	
18 Oct (M)	Test of Means/ ANOVA	16	Exploratory Research Report + Survey Questionnaire due on 20 Oct, Wednesday 5:00 p.m. (Upload on CANVAS)
22 Oct (F)	Correlation and Regression	17	
Tutorial	*Introduction to SPSS, Descriptive Analysis, Correlation and Regression*		
25 Oct (M)	**Term Test 2**		
29 Oct (F)	Discriminant and Logit Analysis	18	
Tutorial	*Lab Exercises*		
01 Nov (M)	Factor Analysis	19	
05 Nov (F)	Cluster Analysis	20	
Tutorial	*Lab Exercises*		
08 Nov (M)	Conjoint Analysis	21	
12 Nov (F)	Report Preparation and Presentation	23	
15 Nov (M)	**Term Test 3**		
19 Nov (F)	Report Preparation		
22 Nov (M)	Group Presentations		Presentation Slides and Final Written Report due 22 Nov (Mon) 9:00 a.m. (Upload on CANVAS)
26 Nov (F)	Group Presentations		iPeer opens 22 Nov (Mon) 9:00 a.m.
			iPeer closes 23 Nov (Tuesday) 5:00 p.m.
29 Nov (M)	Group Presentations		iPeer scores published on CANVAS on 30 Nov (Tuesday)
			iPeer score queries entertained until 03 December (Friday) 5:00 p.m.