



MKT 035: Marketing Research

General Information:

Term: 2020 Summer Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 5

Total Weeks: 5

Total Class Sessions: 25

Class Session Length (minutes): 120

Credit Hours: 4

Course Description:

This course is designed to introduce students the basic principles and practical approaches involved in the actual marketing research. Students will examine the research process, problem definition, marketing research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and fundamental techniques for data analysis, as well as hands-on experience with computer application data analysis. Students are expected to develop ability of addressing business management and marketing research problems from an analyst's perspective and meanwhile to understand how to design a marketing research for the purpose of supporting business decision making. This course will also provide the student with substantial experience in developing critical analysis and math or statistics skills.

Prerequisite: MKT 021 and STAT 021 or equivalent marketing and statistics courses.

Learning Objectives:



1. To identify and analyze the basic principles, role, functions, techniques and process related to marketing research.
2. To develop the necessary skills involved in marketing research, such as marketing research process design, questionnaires design, primary and secondary data collecting, data analyzing and writing a research report.
3. To develop ability of using both computer tools and statistics in marketing research data Analysis.

Course Format and Requirements:

Students will gain their knowledge of marketing research in this course through lectures, class discussions, a community-based group project, and a number of homework assignments. Since it is virtually impossible to cover every point made in the text in class, lectures will concentrate on the most important and more challenging material contained in each text chapter. Lectures will also often include material beyond what is included in the text.

Attendance:

Attendance will not be taking but all quizzes will be the first priority in class. Arriving late may cause you to miss a quiz, impacting your performance assessment. There is no made-up quiz.

Course Materials:

Textbook:

Essentials of Marketing Research, 4th Edition, Kindle, Joseph Jr. Hair (Author), 2016

Course Assignments:

Quizzes(10%)

- There will be 5 quizzes administered through the whole semester. Quizzes will always be completed in the first ten minutes of class. There will be no make-up quizzes.



Individual Literature Review Assignment(Writing 10%+ Presentation 5%)

- This individual assignment consists of two parts: writing a literature review and making an individual oral presentation. The writing is required to be around 5-6 pages in length, double spaced and typed in Times New Romans, in 10 or 12 points front, not including reference and title page.
- More specific information about this assignment will be discussed in class when distributed by your instructor.

Group Project (Report 15%+ Presentation 5%+Peer Review 5%)

- Students will work in groups of four to five members to conduct marketing research for the industry of their choosing. This group project is the central part of this course
- The project will include all steps of the research process from formulation of the research problem, conducting consumer analysis, surveying and analyzing data, and finally reporting your findings.
- A series of project checkpoints is included in this syllabus. The final deliverable will include written reports, a final group presentation and a peer review sheet.
- The exact requirements will be explained later in class. Every step of the research project should be completed in a professional manner. The materials handed in at the various deadlines will be graded on their own, and will count toward the final project grade.

Exams (Midterm 20% +Final Exam 30%)

- Exams will consist of multiple choice and short answer questions. Questions on the exams will test knowledge and application of the student’s knowledge.
- There will one midterm exam and one final exam in this course. The final exam will be cumulative. It will be a closed-book, closed-note three-hour exam.

Course Assessment:

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| Quizzes | 10% |
| Individual Assignment | 15% |



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| Group Project | 25% |
| Midterm Exam | 20% |
| Final Exam | 30% |
| Total | 100% |

Grading Scale (percentage):

A+: 98%-100%

A: 93%-97%

A-: 90%-92%

B+: 88%-89%

B: 83%-87%

B-: 80%-82%

C+: 78%-79%

C: 73%-77%

C-: 70%-72%

D+: 68%-69%

D: 63%-67%

D-: 60%-62%

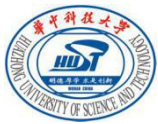
F: Below 60%

Course Schedule:

| Week | Topic | Activities |
|------|---|--|
| 1 | Go Through Syllabus, Course Overview The Role and Value of Marketing Research: <ul style="list-style-type: none">● Marketing Research and Business Decision Marketing● Marketing Research Process and Marketing Research Proposal Determine the Research Problem(Problem Definition and Research objectives), Select the | <ul style="list-style-type: none">● Quiz 1● Students from Groups● Group Project Introduction |



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| | <p>Research Design, Execute the Research Design and Communicate the Results</p> <p>Marketing Research Industry</p> | |
| 2 | <p>Marketing Research Design:</p> <ul style="list-style-type: none">● Secondary Data● Literature Reviews and Hypotheses● Exploratory and Observational Research Design | <ul style="list-style-type: none">● Quiz 2● Individual Literature Review Assignment Distribution● Group Project Topic Define |
| 3 | <p>Marketing Research Design:</p> <ul style="list-style-type: none">● Data Collection Approaches● Descriptive and Causal Research Design <p>Data Collection:</p> <ul style="list-style-type: none">● Sampling: Theory and Methods● Measurement and Scaling | <ul style="list-style-type: none">● Quiz 3● Group Project Check Point 1● Individual Presentation● Midterm Exam |
| 4 | <p>Data Collection:</p> <ul style="list-style-type: none">● Questionnaire Design <p>Data Analysis:</p> <p>Descriptive Analysis Hypothesis Testing</p> | <ul style="list-style-type: none">● Quiz 4● Group Project Check Point 2● Individual Presentation● Individual Literature Review Assignment Due |
| 5 | <p>Data Analysis:</p> <p>Regression Analysis Conjoint Analysis</p> | <ul style="list-style-type: none">● Quiz 5● Group Presentation |



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| | Research Reporting Course Summary | <ul style="list-style-type: none">● Group Project Report Due● Review● Final Exam |
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Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Huazhong University of Science and Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.