

MKT3427/MKT3722 Research for Marketing Insights

Semester 2, 2019/2020

**Department of Marketing
NUS Business School**

- Lecturer:** Associate Prof Chu Junhong
Office: Mochtar Riady Building, BIZ 1 8-34
Email: bizcj@nus.edu.sg
Tel: (65) 6516-6938
- Class hours:** 12pm to 3pm, Thursday
- Office hours:** Please email to make an appointment
- Venue:** TBA
- Module TA:** Ms. Ling Ruobing (ruobingl@u.nus.edu)
- Required Textbook:** Hair, Celsi, Ortinau, and Bush (2017) *Essentials of Marketing Research* (4th edition), McGraw-Hill International Edition, ISBN: 978-0-078-112119.

SPSS Reference book: *IBM SPSS 23 Brief Guide*,

ftp://public.dhe.ibm.com/software/analytics/spss/documentation/statistics/25.0/en/client/Manuals/IBM_SPSS_Statistics_Brief_Guide.pdf

Course Description and Objectives:

Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of generating insights to improve decision making related to marketing problems and opportunities. Research for marketing insights serves as a central basis for marketing decision making; therefore, it is critical for a manager to understand marketing research and be able to specify what needs to be studied, how to study it, and how to interpret the results. The goal of this course is to familiarize students with the fundamentals of research for marketing insights and enhance their abilities to define and solve marketing problems. Specifically, the objectives of the course are:

- To improve students' problem definition skills: the ability to identify a management problem and translate the management problem into a marketing research question
- To develop research design skills: evaluate the various research designs and select the most cost-effective one for the research question
- To empower students with the necessary skills of implementing a research design: skills in data collection, data analysis with SPSS, and presentation of research findings
- To provide students with hands-on experience in each step of a marketing research process
- To familiarize students with marketing data analysis skills in SPSS

To this end, the course is organized into the following sections: problem definition, research design formulation, data collection, data analysis, and output presentation. To achieve the above objectives, we will use a combination of lectures, case discussions, and hands-on exercises in research for marketing insights. Most lectures will consist of theory, applications, and SPSS demonstration.

Prerequisites

[MKT1003](#)

Principles of Marketing

Throughout the course, I will primarily use SPSS to illustrate data analysis. Students are required to use SPSS to complete their problem sets that involve data analysis.

Grading policy

Your final grade will be based on both individual and group work. The grading policy is as follows:

A. Class participation (individual work)	10%
B. Homework assignments (individual work)	20%
C. Midterm/Mini-case Analysis (individual work)	30%
D. Group project (group work)	40%

A. Class Participation

You are expected to attend each class **on time**. In addition to on-time attendance, you are also expected to read the text materials and contribute to class discussion by both listening carefully to your classmates and speaking out your own viewpoints.

B. Homework assignments

Throughout the semester, you will be given **four** hands-on exercises and a **two-week** window to finish each exercise. Each student must hand on his/her own answer sheet, and **I only accept HARD-COPY submissions**. I prefer the solutions to be concise, precise, and typed. If the problem set involves SPSS computation, you need to **cut and paste** the relevant output into a word file/pdf and **summarize** the results. **DO NOT** print the whole SPSS worksheet and output.

Late assignment: If you hand in your solutions one day late, you will get 75% of the full original marks; if you hand in by two days late, you can only get 50% of it, and so on. You will receive no credit for the problem set if you hand in your answers after I hand out or post the solutions onto IVLE.

C. Midterm/Mini-case Analysis

There will be an in-class midterm exam. It focuses more on your understanding of the course materials. Details will be provided as the course goes on.

D. Group Project

This is a continuing project through the entire semester, with exercises in every stage of a marketing research process. The project will give you an opportunity to design and conduct a fully-fledged piece of marketing research in an area of your own choice. Specifically, your group will need to identify a **real** marketing research problem, write a research proposal, choose a research design,

collect data, analyze the data, write up a research report, and present your research to your class. **Your project must involve quantitative data collection via questionnaire design and surveys, and data analysis via SPSS.** Since the research project will involve a considerable amount of time and effort, it is vitally important that you work on a project that you find interesting. *Keep the project within a manageable scale, both in terms of time and money.* I will not be able to provide any financial assistance to your group project, except for helping you print questionnaires if you need to do pencil-and-paper surveys.

Throughout the project, I will serve as an advisor and would be available to answer questions. However, it is your responsibility to make sure that your project is completed in a timely manner. You must anticipate potential problems and plan ahead. Your grade on this project will depend on your group's grade and your contribution factor, which is determined by your group's peer evaluations of your performance. If all your group members evaluate you as contributing 80% to the group work, you will only be able to get 80% of your group's grade. I hope this will help to mitigate the "free rider" problem that is common in teamwork.

Group size: You are free to form your own group of 4-6 persons, but every student is required to join one group, as teamwork is very important in your future career and teamwork is also one of the core values of the NUS Business School. Those who do not have a group will be assigned to a group. We will finalize the groups in the second class.

Group project evaluation: your group project will be evaluated in a holistic way. Research question definition, implementation, data analysis and presentations are all important. Every step matters!

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is "the practice of taking someone else's work or ideas and passing them off as one's own" (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/administrative-policies/acceptance-record.html#NUSCodeofStudentConduct>

Online Module on Plagiarism: <http://emodule.nus.edu.sg/ac/>

Class Schedule

Week 1 (Class 1) 16/01/2020

- Lecture: Introduction to Research for Marketing Insights
Video case: “Goodyear Aquatred”
Reading: Hair et al (2017): Chapter 1
Homework: Assignment 1 handed out, due in Week 3

Week 2 (Class 2) 23/01/2020

- Lecture: Research for Marketing Insights: Process and Proposals
Video cases: “Covering kids with health care”
Reading: Hair et al (2017): Chapter 2

Week 3 (Class 3) 30/01/2020

- Lecture: Qualitative Research Design
Video case: “Collecting Quality Info for Marketing Decision” (16")
Reading: Hair et al (2017): Chapters 3 & 4
Homework: Assignment 1 due

Week 4 (Class 4) 06/02/2020

- Lecture: Descriptive and Causal Research Design & Sampling
Reading: Hair et al (2017): Chapters 5 & 6
Homework: Assignment 2 handed out

Week 5 (Class 5) 13/02/2020

- Lecture: Measurement & Scaling
Reading: Hair et al (2017): Chapter 7
Students: Presentation and feedback of marketing research proposals
SPSS: Please download the SPSS software from the IVLE folder “SPSS” and install into your computer

Week 6 (Class 6) 20/02/2020

- Lecture: Questionnaire Design
SPSS demonstration
Reading: Hair et al (2017): Chapter 8
Group project proposal due: both hardcopy and softcopy. Please upload to IVLE
Assignment 2 due

(Recess Week: 22 Feb 2020 – 1 March 2020)

Week 7 (Class 7) 05/03/2020

Lecture: Qualitative data analysis and data preparation for quantitative analysis

Readings: Hair et al (2017): Chapters 9 &10

Homework: Assignment 3 handed out

Week 8 (Class 8) 12/03/2020 (mid-term)

Week 9 (Class 9) 19/03/2020

Lecture: Basic data analysis for quantitative research

Readings: Hair et al (2017): Chapter 11

Homework: Assignment 3 handed out

Week 10 (Class 10) 26/03/2020

Lecture: Examine Relationships in Quantitative Research (1)

Readings: Hair et al (2017): Chapter 12

Week 11 (Class 11) 02/04/2020

Lecture: Examine Relationships in Quantitative Research (2)

Readings: Hair et al (2017): Chapter 12

Homework: Assignment 3

Homework: Assignment 4 handed out

Week 12 (Class 12) 09/04/2020

Lecture: Reporting and presenting results

Readings: Hair et al (2017) Chapter 13

Week 13 (Class 13) 16/04/2020

Presentation of group projects

Homework: Assignment 4 due

Final project report due (hardcopy and softcopy)

Peer evaluation forms due