

NATIONAL UNIVERSITY OF SINGAPORE
The NUS Business School
Department of Marketing

MKT4412/MKT4712 Marketing Theory: Cultivating Critical Thinking

Instructor/ A/P Lee Yih Hwai
Coordinator bizleeyh@nus.edu.sg
Mochtar Riady Building, BIZ1, 8-27
Tel: 6516-3168

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Module Objective

This module aims to acquaint students with academic research in various areas of marketing. In doing so, students will have a stronger understanding of the logical and analytical approach that underpins research in general.

The module will start off with equipping students with the fundamental knowledge that is minimally necessary for understanding experiment-based academic research. The later part of the module will involve critical analysis of articles that were published under leading academic marketing journals.

This module is not designed with an aim to directly equip students with specific marketing-domain knowledge. Rather, the module is geared towards a learning process that enable students to develop the critical-thinking mindsets/skills to carefully appraise, rather than blindly accept a piece of research.

Module Outline

| <u>Week(s)</u> | <u>Topic</u> |
|----------------|--|
| 1 - 6 | These preparatory weeks involve lessons that are geared towards improving your ability to understand and interpret statistical findings |
| | RECESS WEEK |
| 7-12 | One article will be assigned each week. For each session, we will critique the research hypotheses/methods/findings of the assigned article. The goal is to hone your logical and analytical mindset towards understanding the possible (not so obvious) shortcomings and limitations of the articles, and hence the same that may underlie research findings in general. The assigned articles are consumer-behavior research that examines issues in advertising, culture, branding, social influences, etc. |
| 13 | Final Quiz |

Basic Text

The readings comprise a set of lecture notes and published articles; no other basic text is required.

Assessment Methods

| | |
|---------------------|------|
| Class Participation | 40% |
| Article Discussion | 30% |
| Final quiz | 30% |
| TOTAL | 100% |

The class will not follow the traditional lecture-tutorial format. Instead, students will be assessed on their degree and quality of class participation based on their critique of the assigned articles. Furthermore, students will also be evaluated on their ability to lead and facilitate class discussion through sharp questions and insights on assigned readings.

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-procedures/graduate/acceptance-record#NUSCodeofStudentConduct>

E-Resources on Plagiarism:

<http://www.nus.edu.sg/celc/programmes/plagiarism.html>