

Module Outline

Module Code	: MKT3427/MKT3722
Module Title	: Research for Marketing Insights
Semester	: Semester II, AY20/21
Faculty	: Assistant Professor Min Kim
Department	: Marketing
Email	: minkim@nus.edu.sg
URL	: https://bizfaculty.nus.edu.sg/faculty-details/?profid=630
Consulting Hours	: Anytime by appointment (via Zoom)

Module 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

MKT1705/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.

General Guide & Reading

Hair, Celsi, Ortinau, and Harrison (2021) *Essentials of Marketing Research* (5th edition), McGraw-Hill International Edition, ISBN: 978-1260260465.



SPSS Reference book: *IBM SPSS 23 Brief Guide* (You do not need to read or print out this. Skim this as a reference for using SPSS when you have specific questions for SPSS.)
ftp://public.dhe.ibm.com/software/analytics/spss/documentation/statistics/25.0/en/client/Manuals/IBM_SPSS_Statistics_Brief_Guide.pdf

Assessment

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

Assessment Components	Weight
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 (double-spaced, font of your choice, \geq 1-inch margin on four sides, \geq 11 font size). 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 Luminus.

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 5-7 students, and 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 counts!

Format of Presentations: Your group will make two presentations: Proposal and final project. For the proposal in Week 5, each group will have approximately 10 minutes for presentation and Q&As. (Presentation length subjects to change depending on the class size. I will give you more details in the future). The proposal serves to guide you through the whole project and keep you on track. For the final presentation of the project, each group will have 40 minutes for presentation and Q&As (again, the presentation length subjects to change depending on the class size. I will give you more details in the future).

Format of final project:

1. <=25 pages (main report, not including appendices),
2. Double-spaced
3. >= 1-inch margin on four sides
4. >=11 font size
5. Font of your choice

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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Tentative Schedule and Outline

Week	Topic	Reading	Assignment & Due Date
1	Introduction to Research for Marketing Insights	Ch. 1	Assignment 1 handed out
2	Research for Marketing Insights: Process and Proposals	Ch. 2	
3	Qualitative Research Design	Ch. 3 & 4	Assignment #1 Due
4	Descriptive and Causal Research Design & Sampling	Ch. 5 & 6	Assignment 2 handed out
5	Measurement & Scaling	Ch. 7	Presentation and feedback of marketing research proposals Please download and install the SPSS into your computer
6	Questionnaire Design SPSS demonstration	Ch. 8	Group project proposal due: (Hardcopy only) Assignment #2 Due
Recess Week (20 Feb 2021 – 28 Feb 2021)			
7	Qualitative data analysis and data preparation for quantitative analysis	Ch. 9 & 10	
8	Mid-term		
9	Review of basic statistics Basic data analysis for quantitative research	Ch. 11	<i>Assignment 3 handed out</i>
10	Examine Relationships in Quantitative Research (1)	Ch. 12	Assignment 3 due Assignment 4 handed out
11	Examine Relationships in Quantitative Research (2)	Ch. 12	
12	Reporting and presenting results	Ch. 13	
13	Presentation of group projects		Assignment 4 due Final project report due (hardcopy only) Peer evaluation forms due