

Module Outline

Module Code	: MKT3722
Module Title	: Research for Marketing Insights
Semester	: Semester 1, AY 2022-2023
Faculty	: Dr 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 or in office)

Module Objectives

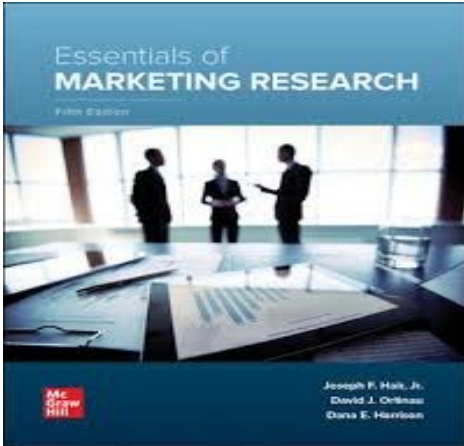
Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of generating insights to improve decision making related to marketing problems and opportunities. Research for marketing insights serves as a central basis for 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 R, 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 R

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 R demonstration.

General Guide & Reading

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



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 (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, to practice/familiarize yourself with R codes, 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 **R**, you need to **cut and paste** the only **relevant and key codes and output** into a word file/pdf and **summarize** the results. **DO NOT print the whole R script 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

There will be an in-class midterm test. 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 (i.e., existing companies or organizations), 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 (can be online surveys), and data analysis via R.** 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. **Let me know if someone in your group appears to be slacking. I will try to address this as much as possible. 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.** For example, 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 at most 5 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, on Week 5, each group will present and have short Q&As. I will give you more details including timings in class. 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 present and have Q&As. I will give you more details including timings in class.

Format of project proposal:

1) ≤ 10 pages (main proposal), 2) Double-spaced, 3) ≥ 1 -inch margin on four sides, 4) ≥ 11 font size, 5) Font of your choice

Format of final project report:

1) ≤ 25 pages (main report, not including appendices, for appendix, no page limit), 2) Double-spaced, 3) ≥ 1 -inch margin on four sides, 4) ≥ 11 font size, 5) Font of your choice

Common questions for the project

Q: Should the marketing research problem be an existing problem faced by a real company?

A: *It does not have to be an existing problem faced by a real company. For example, it could be a form of gaining understanding of the needs/attitudes of existing or potential customers for the company.*

Q: Do we have to approach the company to collect data?

A: *If you can easily gather the data from a company, then it would be great and please do so. However, given the timeline of the class project and low likelihood of getting the data from the company, you do not have to approach the company to collect data. You can gather your own data by conducting surveys.*

Q: Do we need to provide concrete recommendations for our research findings?

A: *Yes. Based on your research findings, the project should provide feasible/plausible recommendations & suggestions that a firm may be interested in.*

Q: Is there a minimum sample size for the survey?

A: *There is no strict rule of thumb in terms of sample size but based on previous projects by students, sample sizes are around 300~500 for a survey.*

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 Please download & install R in your computer
2	Invited speaker: Data Roles in the Creative Industry (<i>subject to change</i>) The marketing research process and proposals Introduction to R	Ch. 2	
3	Qualitative research design Data visualization	Ch. 3 & 4	Assignment 1 Due
4	Descriptive and causal research design & sampling	Ch. 5 & 6	Assignment 2 handed out
5	Measurement & scaling Questionnaire design	Ch. 7 & 8	Presentation and feedback of marketing research proposals
6	Preparation for quantitative analysis Basic data analysis Hypothesis Testing	Ch. 9, 10, 11	Group project proposal due: (Hardcopy only) Assignment 2 Due Assignment 3 handed out
	Recess Week		
7	Hypothesis Testing	Ch. 11	
8	Mid-term Test		
9	Hypothesis Testing Perceptual Map	Ch. 11	
10	Regression	Ch. 11 & 12	Assignment 3 Due Assignment 4 handed out
11	Qualitative data analysis	Ch. 9	
12	Reporting and presenting results Review of Module	Ch. 13	Assignment 4 due
13	Presentation of group projects		Final project report due (hardcopy only) Peer evaluation forms due