

Course Outline

Course Code : MKT3722
Course Title : Research for Marketing Insights
Semester : Semester 2, AY 2025/2026
Faculty : Dr Teng, Fei
Department : Marketing
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Overview

“Research for Marketing Insights” introduces you to both **quantitative** and **qualitative** research methods that are critical to address marketing decision problems.

The first half of the course focuses on quantitative analysis. You will learn practical data analysis techniques in Python, including descriptive analysis, regression, and basic predictive modeling. We will also discuss stylized business applications to see how these tools can be used for typical marketing decision problems.

The second half of the course emphasizes qualitative research methods. We will cover exploratory research techniques such as focus groups and individual interviews. You will then learn how to translate exploratory findings into structured surveys, gather meaningful data, analyze data using the techniques learned from the first half of the course, and present results.

Throughout the course, you will conduct a group project with your classmates, where you will identify a decision problem of your interest, design and execute a research plan, collect and analyze data using both quantitative and qualitative approaches, and present actionable insights.

Course Objectives

After successful completion of “Research for Marketing Insights”, you will be able to

- Choose and apply the appropriate research tools to address different types of management decision problems
- Design and conduct qualitative research to explore customer insights
- Conduct data analysis techniques using Python
- Integrate qualitative and quantitative evidence to generate marketing insights

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 Test (individual work)	30%
D. Group project (group work)	40%

Readings

Reading materials and notes will be posted on Canvas.

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

Schedule and Outline

Session		Topic
1		Introduction Descriptive Analysis
2		Hypothesis Testing
3		Regression
4		Factor Analysis
5		Cluster Analysis
6		Chinese New Year (No class)
		Recess Week (No class)
7		Exploratory Research
8		Midterm Test
9		Survey Design
10		Identifying Unmet Needs Customer Satisfaction Research
11		Conjoint Analysis
12		Presenting Data Course Review
13		Project Presentations

Note: The schedule is subject to change based on the course pace.