



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

MKT9340 - MARKET INTELLIGENCE AND CUSTOMER INSIGHTS

Syllabus

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 12:30-15:30

Course Description

This comprehensive course is designed to provide students with a thorough understanding of the research process in the context of marketing decision-making. Starting with an introduction to marketing research, students will learn to define and approach research problems effectively. The course covers various methodologies, including exploratory and descriptive research designs, with a focus on secondary, syndicated, and qualitative data. It progresses through survey design, observation, and experimental methods to collect primary data. The curriculum further delves into measurement concepts, questionnaire development, and sampling techniques. Advanced topics in data processing, statistical analysis, and multivariate techniques are also explored. Finally, the course culminates in teaching students how to manage research projects and effectively communicate their findings through reports and presentations.

Course Aims:

Upon successful completion of this course, students should be able to:

1. articulate the role of marketing research in management decision-making and develop a solid understanding of the marketing intelligence universe;
2. design research studies using secondary and syndicated data as well as qualitative information to explore marketing problems;
3. develop and critique survey instruments and observational studies to gather descriptive research data;
4. apply measurement concepts and scale construction techniques to quantify marketing effectiveness;
5. execute primary data collection through observation, experimentation, and test markets, and apply appropriate sampling methods for research validity;
6. conduct comprehensive data analysis, including statistical testing and multivariate analysis, to identify differences and relationships within data, culminating in the ability to manage research projects and prepare professional reports and presentations.

Language of Instruction

English

Required Textbook

Marketing Research, 11th Edition

Author: Carl McDaniel, Jr., Roger Gates

Publisher: Wiley

ISBN: 9781119637622

Marketing Research: An Applied Orientation, 7th Edition

Author: Naresh K. Malhotra

Publisher: Pearson

ISBN: 9781292265636

Other materials provided by the course lecturer.

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

Students are expected to have taken **Foundations of Marketing** or to possess a thorough knowledge of the topics covered in the mentioned course.

Course Schedule

Week	Day	Lecture	Topic	Assignment/ Notes
Week 1	Day 1	Lecture 1	Introduction to Marketing Research; Defining the Marketing Research Problem and Developing an Approach	Naresh K. Malhotra (Chap 1)
	Day 2	Lecture 2	The Role of Marketing Research in Management Decision Making; The Marketing Intelligence Universe and Research Ethics	Carl McDaniel (Chap 1,2)
	Day 3	Lecture 3	Exploratory Research Design: Secondary and Syndicated Data	Naresh K. Malhotra (Chap 4)
	Day 4	Lecture 4	Exploratory Research Design: Qualitative Research	Naresh K. Malhotra (Chap 5); Carl McDaniel (Chap 5)
	Day 5	Lecture 5	Descriptive Research Design: Survey and Observation	Naresh K. Malhotra (Chap 6); Carl McDaniel (Chap 6)
Week 2	Day 6	Lecture 6	Questionnaire and Form Design	Naresh K. Malhotra (Chap 10)
	Day 7	Lecture 7	The Concept of Measurement; Using Measurement Scales to Build Marketing Effectiveness	Carl McDaniel (Chap 10-11)
	Day 8	Lecture 8	Primary Data Collection: Observation; Primary Data Collection: Experimentation and Test Markets	Carl McDaniel (Chap 8-9)
	Day 9	Lecture 9	Sampling: Design and Procedures; Sampling: Final and Initial Sample Size Determination	Naresh K. Malhotra (Chap 11-12)
	Day 10	Industrial Visit		
Week 3	Day 11	Lecture 10	Data Processing and Basic Data Analysis; Statistical Testing of Differences and Relationships	Carl McDaniel (Chap 15-16)
	Day 12	Lecture 11	Bivariate Correlation and Regression; Multivariate Data Analysis	Carl McDaniel (Chap 17-18)

Day 13	Lecture 12	Managing Marketing Research; Report Preparation and Presentation	Carl McDaniel (Chap 20) Naresh K. Malhotra (Chap 23)
Day 14	Guided Revision		
Day 15	Final Exam		

Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Method	Percentage
Participation	10%
Individual Assignment	30%
Group Project	30%
Final Exam	30%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies, quizzes and group discussion in class and the performance will be considered as partial attendance points or bonus.

Individual Assignment: This individual assignment entails the completion of a report, to be carried out independently by each student. Specific topics and detailed requirements for the report will be provided in class.

Group Project: This group project requires teams of 3-4 members to collaboratively prepare and submit a comprehensive report, followed by a presentation. Each group will present their findings in a session lasting approximately 30 minutes.

Final Exam: The final exam will be a comprehensive assessment encompassing all course content. This exam will have a duration of 3 hours, and students will be evaluated on their understanding and application of the material covered throughout the course.

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
- i) paraphrasing or copying published and unpublished work without a reference;
 - ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
- i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
 - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
- i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
 - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
 - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
 - iv) a student falsely indicating that they have been present at an activity where attendance is required;
 - v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
- i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
 - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
 - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
 - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
 - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
 - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:
- i) altering or falsifying any document or record for the purposes of gaining academic advantage;
 - ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
 - iii) inventing references.