



Course Information

Instructor: Chuang Tang (Assistant Professor)

Office: PHBS Building, Room 708

Email: chuang.tang@phbs.pku.edu.cn

Office Hour: TBA

1. Course Description

1.1 Context

Course overview:

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. Marketing Research 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 marketing research and enhance their abilities to define and solve marketing problems.

Prerequisites:

No prerequisite.

1.2 Textbooks and Reading Materials

No required textbook.

The following books will be major references.

Celsi Hair, Daivid Ortinau and Robert Bush (2017) *Essentials of Marketing Research* (4th edition), McGraw-Hill International Edition, ISBN: 978-0-078-112119.

Naresh K. Malhotra, Dan Nunan and David F. Birks (2017) *Marketing Research: An applied approach* (5th edition), Pearson Education, ISBN: 978-0273725855

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes. Group project
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes. Group project
	2.2. Students will be able to apply leadership theories and related skills.	No.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes.
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes. Lecture
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes. Lecture and class discussion
	5.3. Our students will demonstrate competency in critical thinking.	Yes. Class discussion

2.2 Course specific objectives

- 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, and presentation of research findings
- To provide students with hands-on experience in each step of a marketing research process

2.3 Assessment/Grading Details

	%
Participation	15
Homework assignments	15
Group project	30
Final exam	40

A. Class Participation

You are expected to attend each class **on time**. 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. Learning depends heavily upon thorough and lively participation. Naturally, there are students who do not feel comfortable contributing verbally in the classroom. We should all try to make the classroom atmosphere as congenial as possible to assist all of us in the class participation process. This does not, however, mean that you must agree with every comment offered by your classmates (i.e., it's ok to disagree).

B. Homework Assignments

Throughout the course, you will be given several hands-on exercises. Each student should submit his/her own answer sheet in hard-copy. I prefer the solutions to be concise, precise, and typed. 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.

C. 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, surveys or other data sources, and data analysis.** 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.

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.

D. Final Exam

There will be a final exam. It focuses more on your understanding of the course materials. Details will be provided as the course goes on.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule (tentative)

Class	Contents	Reading	Assignment Due
1	Introduction to Marketing Research	Hair et al (2017): Chapter 1	
2	Marketing Research: Process and Proposals	Hair et al (2017): Chapter 2	
3	Secondary Data, Literature Review, and Hypotheses	Hair et al (2017): Chapters 3	
4	Exploratory Research Design	Hair et al (2017): Chapters 4	
5	Descriptive Research Design	Hair et al (2017): Chapters 5	Presentation and feedback of group project proposal
6	Causal Research Design	Malhotra et al. (2017): Chapter 11 and Hair et al (2017): Chapter 6	
7	Sampling		Assignment 1 handed out Research proposal due
8	Measurement & Scaling	Hair et al (2017): Chapter 7	
9	Questionnaire Design	Hair et al (2017): Chapter 8	
10	Qualitative Data Analysis	Hair et al (2017): Chapter 9	
11	Data Preparation and Basic Analysis for Quantitative Data Data Analysis: Hypothesis Testing and Analysis of Variance (ANOVA) Data Analysis: Correlation Analysis and Regression	Hair et al (2017): Chapter 10 Malhotra et al. (2017) Chapter 18, 19 Hair et al (2017): Chapter 12	Assignment 2 handed out
12	Conjoint Analysis	Malhotra et al. (2017)	Summary of exploratory research and

		Chapter 24	questionnaire design due
13	Data Analysis: Factor Analysis and Cluster Analysis	Malhotra et al. (2017) Chapter 22 & 23	Assignment 3 handed out
14	Data Analysis Multidimensional Scaling Reporting and presenting results	Malhotra et al. (2017) Hair et al (2017): Chapter 13	
15	Marketing Research in the AI age		
16	Marketing Research in the AI age		
17	Final Presentation		
18	Final Presentation		Final project report due