



蘇州大學
Soochow University

MKT 310 Research Methods in Marketing

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This course is a fundamental course designed to equip students with the knowledge and skills necessary for conducting effective and strategic marketing research projects. It places particular emphasis on the crucial initial stages of the market research process, guiding students through problem identification, problem contextualization, and conceptualization. Throughout the course, students will delve into the intricacies of developing a comprehensive research proposal, understanding the significance of a well-structured plan in guiding the research process.

Upon Completion of this Course, students will be able to:

1. Explore the significance of marketing research in decision-making within different organizational contexts;
2. Learn the essential steps involved in preparing and planning a marketing research project;
3. Develop the skill of crafting meaningful and relevant research questions that align with the objectives of a marketing research project;
4. Cultivate a thoughtful and analytical approach to market research.

PREREQUISITES

MKT 221 Marketing Fundamentals and Techniques

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
2 Assignments	20 Points
2 Homework	20 Points
Midterm	20 Points
Final Project	10 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Naresh K. Malhotra, *Marketing Research*, 7th Edition, Pearson, 2019.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Introduction to Marketing Research Topic 2: Development of an Approach to the Problem Topic 3: Data Preparation and Analysis Topic 4: Report Preparation and Presentation</p> <p>Assessments: Assignment#1</p>
Module 2	<p>Topics: Topic 5: The Role of Marketing Research in Marketing Decision Making Topic 6: The Marketing Research Industry Topic 7: Live Research: Conducting a Marketing Research Project Topic 8: Research Questions</p> <p>Assessments:</p>



	Homework#1
Module 3	<p>Topics: Topic 9: Diversity of Questions and Flexibility Topic 10: Selecting a Data Analysis Strategy Topic 11: A Classification of Statistical Techniques Topic 12: Marketing Research and Social Media</p> <p>Assessments: Midterm Assignment#2</p>
Module 4	<p>Topics: Topic 13: Model Identification Topic 14: Marketing Research Proposal Topic 15: Exploratory Research Design: Secondary and Syndicated Data Topic 16: Exploratory Research Design: Qualitative Research</p> <p>Assessments: Homework#2</p>
Module 5	<p>Topics: Topic 17: Criteria for Evaluating Secondary Data Topic 18: General Surveys Topic 19: Survey Methods Classified by Mode of Administration Topic 20: Live Research: Conducting a Marketing Research Project</p> <p>Assessments: Final Project Final Exam</p>

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share



with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.



蘇州大學
Soochow University

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.