

East China Normal University

REEM31 Marketing Intelligence

Instructor: Cheng Xu

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Home University:

Xi'an Jiaotong Liverpool

Semester: June 27 to July 15, 2022

Course Hour: Monday through Friday, 160 mins per teaching day;

Total Contact Hours: 64 contact hours

Credits: 4

Location: Online

Course Overview

This course aims to develop students' basic skills in conducting and evaluating marketing research projects. It is primarily designed for those who intend to pursue a career in marketing research and for those who will rely on marketing research information for decision making. The main emphasis is on problem formulation, research design, methods of data collection, and data analysis.

Throughout this course, you will be guided into thinking like a Marketing Manager when applying marketing research concepts and tools to assist marketing decision-making. Specifically, at the fundamental level, this course will introduce you to key marketing research concepts and methods, thus equipping you – as future managers – with the knowledge to make effective marketing decisions. More broadly, you will learn to appreciate the relevance of marketing research for marketers, policymakers, and organizations.

Learning Outcomes

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

1. Understand how marketing insights enhance decision-making in areas such as: advertising, segmentation, positioning, product development, promotion, etc.
2. Familiarize with the most common analytical tools in market intelligence and marketing research.
3. Learn to view marketing problems and processes in ways that will benefit from informed decision-making.

Designated Textbook:

Business Research Methods, by Jr., Joseph F. Hair, et.al.



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**Notes: The course might be moved to online delivery due to COVID-19 pandemic. Students will be notified once such decision is made*



Grading Scale and Notes

The following definitions will be used as a guide for the assignment of grades:

Number Grade	Letter Grade	Definitions
94-100	A	Extraordinary distinction, indicating a full mastery of course content and excellent work.
90-93	A-	
87-89	B+	Strong performance demonstrating a high level of attainment, indicating a good comprehension of the course material and the student's full engagement with the course requirements and activities.
84-86	B	
80-83	B-	
77-79	C+	Acceptable performance, demonstrating an adequate and satisfactory comprehension of the course material and the student has met the basic requirements for completing assignments and participating in class activities.
70-76	C	
60-69	D	A marginal performance in the required exercises demonstrating a minimal passing level of attainment.
0-59	F	An unacceptable performance. The F grade indicates that the student's performance has revealed almost no understanding of the course content.

Assessment Policy

Component	Weightage	Team/Individual
1. Participation	15%	Individual
2. Group Project I	30%	Team/Individual
3. Group Project II	15%	Team
4. Quiz I	20%	Individual
5. Quiz II	20%	Individual
Total	100%	



Course Schedule

Week	Topic
1	Introduction and subject overview
	Research design: exploratory, descriptive, and causal
	Exploratory research design: secondary data
	e-Learning Primary data: qualitative research
2	Descriptive research design: survey and observation
	Causal research design: experimentation
	Measurement and scaling: comparative and non-comparative, Quiz I
	Questionnaire design
	Sampling: design and procedures
3	Presentations of Project I
	Data preparation and data analysis I Submission of report for Project I
	Data analysis II: hypothesis testing, correlation and regression
	Review, Quiz II Submission of report for Project II