



East China Normal University

REEM 31 Marketing Intelligence

Instructor: Dr. Cheng Xu

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Home University: Xi'an Jiaotong-Liverpool University

Semester: December 19, 2022 to January 7, 2023

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

Total Contact Hours: 64 contact hours

Credits: 4

Designated Textbook with ISBN:

Business Research Methods, by Bajpai Naval, ISBN 10: 9332585512 ISBN 13: 9789332585515,

Publisher: PEARSON INDIA, 2017

Course Prerequisite: None

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

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:

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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 decisionmaking

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

Assessment	Final Grade
Group Coursework: Research Proposal	45%
Individual Project: Data Analysis	45%
Attendance	10%

Course Schedule

Date	Lecture	Reading/Assignments/ Examination
Day 1	Introduction and Business research process design	Textbook: Chapter 1 & 2
Day 2	Research design formulation	Textbook: Chapter 3, 4, &5
Day 3	Data collection: survey and observation	Textbook: Chapter 6 & 7
Day 4	Lab Experimentation	Textbook: Chapter 8
Day 5	Field Experimentation	Reading list (5)
Day 6	Ethnography	Reading list (1)
Day 7	Micro-historical method	Reading list (4)
Day 8	Research proposal writing	Reading list (6)
Day 9	Data analysis overview	Textbook: Chapter 10
Day 10	Statistical inference	Textbook: Chapter 11 & 12
Day 11	Regression	Textbook: Chapter 15
Day 12	Introduction to endogeneity	Reading list (8)
Day 13	Business presentation	Reading list (3)
Day 14	Group project presentation	10-minute presentation for each group
Day 15	Revision	Data analysis project submitted

Reading List:

- (1) Arnould, E. J., & Wallendorf, M. (1994). *Market-oriented ethnography: interpretation building and marketing strategy formulation*. *Journal of marketing research*, 31(4), 484-504.

- (2) Calder, B. J. (1977). *Focus groups and the nature of qualitative marketing research*. *Journal of Marketing research*, 14(3), 353-364.

- (3) Clark, C. (2008). *The impact of entrepreneurs' oral 'pitch' presentation skills on business angels' initial screening investment decisions*. *Venture capital*, 10(3), 257-279.

- (4) Golder, P. N. (2000). *Historical method in marketing research with new evidence on long-term market share stability*. *Journal of Marketing Research*, 37(2), 156-172.

- (5) Gong, S., Zhang, J., Zhao, P., & Jiang, X. (2017). *Tweeting as a marketing tool: A field experiment in the TV industry*. *Journal of Marketing Research*, 54(6), 833-850.

- (6) Heath, M., & Tynan, C. (2010). *Crafting a research proposal*. *The Marketing Review*, 10(2), 147-168.

- (7) Le, D., Scott, N., & Lohmann, G. (2019). *Applying experiential marketing in selling tourism dreams*. *Journal of Travel & Tourism Marketing*, 36(2), 220-235.

- (8) Reeb, D., Sakakibara, M., & Mahmood, I. P. (2012). *From the editors: Endogeneity in international business research*. *Journal of International Business Studies*, 43(3), 211-218.