



BU307 Marketing Intelligence

Instructor Information	<p>Samuel Kwok Home Institution: Xian Jiao tong-Liverpool University Email: Samuel_kwok18@hotmail.com Office Hours: 10:00 to 12:00 Thursday</p>		
Term	December 13, 2021 - January 7, 2022	Credits	4 units
Class Hours	Monday through Friday, 120 mins per teaching day		
Discussion Sessions	2.5 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 mins in total)		
Required Texts (with ISBN)	<p>MaDaniel & Gates, (2015), Market Research, 10th Edition, Wiley. [ISBN 978-1118-808849] Allen, P., Bennett, K. and Heritage, B. (2019) SPSS Statistics: A Practical Guide, 4th Edition, Cengage Learning. [ISBN 9780170421140]</p>		
Prerequisite	N/A		



Course Overview

Marketing Intelligence is a very crucial for marketing manager to make informed decision. Business managers need to coordinate their effort to achieve the aims of the business, thus market intelligence could support all level of business activities. Besides, it is an activity that can provide information for business managers to conduct meaningful discussion for any business issues. To acquire the skill and knowledge of obtaining and analysis marketing intelligence, this course will equip students with the necessary skills on quantitative analysis and qualitative analysis. The skill and knowledge of data collection process, data analysis methods, and the knowhow on how to analyze the data collected will be discussed in detail.

Course Goals

1. Acquire the knowledge and skill of marketing intelligence. Understanding the process of marketing research to achieve intelligence. Understanding the importance of how the marketing intelligence can help business managers to make informed business decisions.
2. Understand the ways of marketing research. Employ basic SPSS skill on analyzing quantitative data.
3. How to obtain insights from the data analyzed and the ways to report the founding.



Grading Policy

Attendance & Participation	10%
Coursework- Research Proposal	20%
Oral Presentation	10%
Final Report Submission	30%
Final Examination	30%

Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings
Day 1	Role of Marketing Intelligence in management decision making	Chapter 1
Day 2	Problem definition, Explorative Research and process	Chapter 3
Day 3	Secondary data and Big Data Analysis	Chapter 4
Day 4	Qualitative Research and Survey method	Chapter 5,6
Day 5	Mobile & Social Media intelligence	Chapter 7
Day 6	Primary data collection and analysis	Chapter 8
Day 7	Revision I	
Day 8	The concept of measurement and measurement scale	Chapter 10
Day 9	Questionnaire design & Sampling method	Chapter 12,13
Day 10	Statistical testing of differences & relationship	Chapter 16
Day 11	Bivariate & Multivariate analysis	Chapter 17,18
Day 12	Communicating the Intelligence Results	Chapter 19
Day 13	Marketing Research Ethic	Chapter 2
Day 14	Marketing Research Proposal	Chapter 20
Day 15	Correlation analysis	Chapter 17
Day 16	Marketing report writing	Chapter 19
Day 17	Oral presentation skill	
Day 18	Project presentation	
Day 19	Revision II	
Day 20	Final examination	

* Fee-paying (non-exchange) program held by School of Continuing Education, SJTU

* 此课程由上海交通大学继续教育学院开设，所提供课程不包括在上海交通大学与海外高校校级合作的学分互认范畴之内。