



BU307 Marketing Intelligence (Online)

Instructor Information	<p style="text-align: center;">Samuel Kwok Home Institution: Xian Jiao tong-Liverpool University Email: Samuel_kwok18@hotmail.com</p>		
Term	<p style="text-align: center;">December 13, 2021 - January 7, 2022</p>	Credits	<p style="text-align: center;">4 units</p>
Course Delivery	<p style="text-align: center;">The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 3 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 15 hours per week.</p>		
Required Texts (with ISBN)	<p style="text-align: center;">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	<p style="text-align: center;">N/A</p>		



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	Online Teaching Arrangement
Day 1	Role of Marketing Intelligence in management decision making	Chapter 1	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 2	Problem definition, Explorative Research and process	Chapter 3	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 3	Secondary data and Big Data Analysis	Chapter 4	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 4	Qualitative Research and Survey method	Chapter 5,6	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 5	Mobile & Social Media intelligence	Chapter 7	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 6	Primary data collection and analysis	Chapter 8	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 7	Revision I		approximately 2 hours recorded video lectures
Day 8	The concept of measurement and measurement scale	Chapter 10	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 9	Questionnaire design & Sampling method	Chapter 12,13	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)



Day 10	Statistical testing of differences & relationship	Chapter 16	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 11	Bivariate & Multivariate analysis	Chapter 17,18	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 12	Communicating the Intelligence Results	Chapter 19	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 13	Marketing Research Ethic	Chapter 2	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 14	Marketing Research Proposal	Chapter 20	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 15	Correlation analysis	Chapter 17	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 16	Marketing report writing	Chapter 19	approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 17	Oral presentation skill		approximately 2 hours recorded video lectures (plus 30 minutes online interaction via Tencent meeting)
Day 18	Project presentation		
Day 19	Revision II		approximately 2 hours recorded video lectures
Day 20	Final examination		