



### BU407 Marketing Intelligence (Postgraduate) (Online)

<b>Instructor Information</b>	<p style="text-align: center;">Lei Chen Home Institution: Donghua University Email: chenleichenlei@hotmail.com Office Hours: Wed 8:00am – 11:00am, appointment by e-mail</p>		
<b>Term</b>	<p style="text-align: center;">June 27, 2022 - July 22, 2022</p>	<b>Credits</b>	<p style="text-align: center;">4 units</p>
<b>Course Delivery</b>	<p>The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange more than two 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>		
<b>Required Texts (with ISBN)</b>	<p style="text-align: center;">Marketing Research, 11th Edition, EMEA Edition, Carl McDaniel Jr., Roger Gates, ISBN: 978-1-119-58649-4</p>		
<b>Prerequisite</b>	<ol style="list-style-type: none"> <li>1. You need to have a basic understanding of statistics.</li> <li>2. You have already completed one marketing-related course, such as decision science, marketing management, and consumer behavior.</li> </ol>		



## Course Overview

Today, Effective marketing is essential to the success of every organization. This course features new trends, features, and cases in marketing. The main components of marketing researching methods are discussed in this course. We focus on how Marketing Intelligence (MI) use industry and market segments data and form a strategy that gives a company a competitive advantage. By finishing this course, students will gain insight into data-driven marketing.

## Learning Outcomes

At the completion of this course, students should be able to:

1. Develop a solid theoretical understanding of MI.
2. Design high-quality real-world marketing research projects.
3. Identify and execute the key steps of the marketing research process, including data collection, analysis, and interpretation.
4. understand how MI should fit into strategic planning and overall business management.

## Lecture notes

Lecture material will consist mostly of PowerPoint slides. Some other materials will also be used in class, for example, academic research articles and media reports. Also, the textbook is strongly suggested as a lot of key concepts are in the chapters. These concepts will be emphasized during the class.

## Data

For this course, data collection methods will be taught. However, it is strongly suggested to use second-hand data, as first-hand (manually collected) data takes a long time and effort. We are going to pay more attention to how to analyze the data instead of the collection method. Sample data is provided in the course for different types of analysis. Students are welcome to bring their own data for the study.

## Participation

The Course will be delivered in video and online-meeting. For each chapter, various activities are designed, including short quizzes, written reflection, group discussion, data analysis process, presentations. Please note that in-class performance takes 30% of the overall mark.

## Statistics Software

We will use Microsoft Excel and Jamovi as the main analysis packages in this course. Make sure you have both packages installed before the course. You can download Jamovi from, [jamovi.org](http://jamovi.org). It is a powerful open-source software based on R programming.



## Grading Policy

Attendance	10%
In-class Performance (discussions & quizzes)	30%
Assignments (10% each)	30%
Final Exam	30%

## Grading Scale is as follows

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	Introduction Market Intelligence Overview	Chapter 1&2	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 2	Exploratory Research, and the Research Process	Chapter 3	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 3	Data types and Data collection	Chapter 4&5	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 4	Understanding of Survey and online source	Chapter 6	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 5	Data measurement	Chapter 10	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 6	Reliability and Validity		Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 7	Workshop		Approximately 120 minutes online workshop
Day 8	Enhancing Marketing Effectiveness	Chapter 11	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 9	Questionnaire Design	Chapter 12	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 10	Data Processing and Basic Data Analysis	Chapter 15	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 11	T-test		
Day 12	Assignment 2		
Day 13	ANOVA test		
Day 14	Regression		Approximately 120 minutes online interaction



Day 15	Multivariate Data Analysis	Chapter 18	Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 16	Factor analysis		Pre-recorded video lectures plus online materials/ discussion/ interaction, total 120mins
Day 17	Workshop		Approximately 120 minutes online workshop
Day 18	Revision		Approximately 120 minutes online interaction
Day 19	Assignment 3		
Day 20	Final Exam		