



**University of International Business and Economics
International Summer School**

MKT 360 Marketing Intelligence

Term: December 19th, 2022 – January 13th, 2023

Instructor: Samuel Kwok

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Location: WEB

Course Description:

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 & BI. Employ basic statistical skill on analyzing quantitative data.
3. How to obtain insights from the data analyzed and the ways to report the founding.

Required Textbook:

1. MaDaniel & Gates, (2015), Market Research, 10th Edition, Wiley. [ISBN 978-1118-808849]
2. Business Intelligenceand AnalyticsSystems for Decision Support TENTH EDITIONRamesh Sharda • Dursun Delen • Efraim Turban [ISBN 10:1-292-00920-9]

3. Allen, P., Bennett, K. and Heritage, B. (2019) SPSS Statistics: A Practical Guide, 4th Edition, Cengage Learning. [ISBN 9780170421140]

Grading Policy:

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

Note:

‘*’ Research Proposal is the interim report. Assessment includes the demonstration of the inclusion of the design of Hypothesis Testing I, Correlation Analysis (Regression), Association Analysis (Regression), Sample Size design and Research Report writing skills. **[basic SPSS practices are expected to be shown.]**

‘**’ Final Report is a completed report which is expected to show the result of the quantitative analysis set in the Research Proposal and appropriate writing skills on report writing.

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

Tentative Course 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	Business Intelligence, 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 (SPSS practice)	Chapter 16
Day 11	Bivariate & Multivariate analysis (SPSS practice)	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 (SPSS practice)	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	