

NATIONAL UNIVERSITY OF SINGAPORE
The NUS Business School
Department of Marketing

MKT4412 Marketing Theory and Research

Instructor/ A/P Lee Yih Hwai
Coordinator bizleeyh@nus.edu.sg
Mochtar Riady Building, BIZ1, 8-27
Tel: 6516-3168

Session Semester I, 2014/2015

Course Objectives

This course aims to acquaint students with academic research in various areas of marketing. In doing so, students will have a stronger understanding of the logical and analytical approach that underpins research in general.

The course will start off with equipping students with the fundamental knowledge that is minimally necessary for understanding experiment-based academic research. The later part of the course will involve critical analysis of articles that were published in recent years under leading academic marketing journals. The learning process would enable students to develop the critical thinking mindsets/skills to carefully appraise, rather than blindly accept, a piece of research.

Course Outline

<u>Week(s)</u>	<u>Topic</u>
1 - 6	Foundations RECESS WEEK
7	Advertising/Promotions
8	Social influences
9	Product/Pricing
10	Decision Making
11	Service/Satisfaction
12	Cultural differences
13	Final Quiz

Basic Text

The readings comprise a set of lecture notes and published articles; no other basic text is required.

Assessment Methods

Class Participation	40%
Article Discussion	30%
Final quiz	30%
TOTAL	100%

The class will not follow the traditional lecture-tutorial format. Instead, students will be assessed on their degree and quality of class participation based on their critique of the assigned articles. Furthermore, students will also be evaluated on their ability to lead and facilitate class discussion by formulating thought-provoking questions on assigned readings.