

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](mailto:bizleeyh@nus.edu.sg)  
Mochtar Riady Building, BIZ1, 8-27  
Tel: 6516-3168

Session Semester I, 2016/2017

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 Social influences Product/Pricing Decision Making Service/Satisfaction Cultural differences
13	Final Quiz/Project

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/Project	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.

## Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>