

NATIONAL UNIVERSITY OF SINGAPORE  
The NUS Business School  
Department of Marketing

MKT4412 Marketing Theory Cultivating Critical Thinking

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Session         Semester I, 2017/2018

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	These preparatory weeks involve class lessons that are geared towards improving your ability to understand and interpret statistical findings
	RECESS WEEK
7-12	One article will be assigned each week. For each class session, we will deconstruct the research hypotheses/methods/findings of the assigned article. The goal is to hone your logical and analytical mindset towards interpreting marketing research as well as developing your own. The articles assigned are consumer-behavior research that examines issues in advertising, culture, service satisfaction, social influences, etc.
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%

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 discussions by sharing their insights on the assigned readings. The format of the final quiz on week 13 will be elaborated in class accordingly.

## 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/>