

ACADEMIC RESEARCH IN MARKETING
Course Syllabus

1. General Information

Course name: ACADEMIC RESEARCH IN MARKETING

Course code: MAR

Number of credits: 2

Faculty: Marketing

Instructors:

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2. Objectives

This course aims to prepare students to understand what academic research in marketing is. This course is to help you design your thesis projects by addressing the fundamentals of research designs and methods in social sciences. The course covers a variety of issues—the selection of research topic, the articulation of research questions, the development of theory, the derivation of empirically testable hypotheses, and the analysis of quantitative and qualitative data. The course exposes you to various research approaches in social sciences, especially in marketing science.

3. Abstract

The course aims to provide students with a basic academic research process in the field of social sciences. With each stage, students can gain insight into how and what processes are done to produce a valuable academic research output.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing; Strategic marketing

6. Learning Outcomes

1. Understand preliminary considerations of academic research in marketing
2. Understand how to design academic research

7. Assessment Criteria

Learning outcomes On successful completion of this course a student will:	Assessment criteria for pass the student can
LO1 Understand preliminary considerations of academic research in marketing	<ul style="list-style-type: none"> • Understand the selection of a research approach • Understand review of the Literature • Understand using a theory • Understand the gap • Understand writing Strategies and Ethical Considerations • Understand academic research and applied research
LO2 Understand how to design academic research	<ul style="list-style-type: none"> • Understand introduction research • Understand the Purpose Statement • Understand research questions and hypotheses • Understand Quantitative Methods • Understand Qualitative Methods • Understand Mixed Methods Procedures

8. Outlines

Chapter 1: The Selection of a Research Approach

- 1.1 The three approaches to research
- 1.2 Three components involved in an approach
- 1.3 Research approaches as worldviews, designs, and methods
- 1.4 Criteria for selecting a research approach
- 1.5 Understand the difference between academic research and applied research

Chapter 2: Review of the Literature

- 2.1 The research topic
- 2.2 The literature review

Chapter 3: The Use of Theory

- 3.1 Quantitative theory use
- 3.2 Qualitative theory use
- 3.3 Mixed methods theory use

Chapter 4: Writing Strategies and Ethical Considerations

- 4.1 Writing the proposal
- 4.2 Writing ideas
- 4.3 Ethical issues to anticipate

Chapter 5: The Introduction

- 5.1 The importance of introductions
- 5.2 An abstract for a study
- 5.3 Qualitative, quantitative, and mixed methods introductions
- 5.4 A model for an introduction

Chapter 6: The Purpose Statement

- 6.1 Significance and meaning of a purpose statement
- 6.2 A qualitative purpose statement
- 6.3 A quantitative purpose statement
- 6.4 A mixed methods purpose statement

Chapter 7: Research Questions and Hypotheses

- 7.1 Qualitative research questions
- 7.2 Quantitative research questions and hypotheses

Chapter 8: Quantitative Methods

- 8.1 Defining surveys and experiments
- 8.2 Components of a survey method plan
- 8.3 Components of an experimental method plan

Chapter 9: Qualitative Methods

- 9.1 The components of qualitative methods
- 9.2 Writing the qualitative report

Chapter 10: Mixed Methods Procedures

- 10.1 Components of mixed methods procedures
- 10.2 Types of mixed methods designs

9. Required Textbooks

Creswell, J. W., & Creswell, J. D. (2018). Research design: qualitative, quantitative, and mixed methods approach. Fifth edition. Los Angeles: SAGE

10. Suggested Textbooks

Nguyễn Văn Thắng, Thực hành nghiên cứu trong kinh tế và quản trị kinh doanh (2017), Nhà

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1: The Selection of a Research Approach	Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria 1.1 The three approaches to research 1.2 Three components involved in an approach	
2	Chapter 1: The Selection of a Research Approach	1.3 Research approaches as worldviews, designs, and methods 1.4 Criteria for selecting a research approach	Before class: Reading: Chapter 1
3	Chapter 2: Review of the Literature	2.1 The research topic	Before class: Reading: Chapter 2
4	Chapter 2: Review of the Literature	2.2 The literature review	Before class: Reading: Chapter 2
5	Chapter 3: The Use of Theory	3.1 Quantitative theory use 3.2 Qualitative theory use 3.2 Qualitative theory use (continue) 3.3 Mixed methods theory use	Before class: Reading: Chapter 3
6	Chapter 4: Writing Strategies and Ethical Considerations	4.1 Writing the proposal 4.2 Writing ideas 4.3 Ethical issues to anticipate	Before class: Reading: Chapter 4
7	Midterm exam	Written exam	
8	Chapter 5: The Introduction	5.1 The importance of introductions 5.2 An abstract for a study	Reading: Chapter 5

Slot	Main contents	Specific contents and activities	Student's tasks
		5.3 Qualitative, quantitative, and Mixed methods introductions 5.4 A model for an introduction	
9	Chapter 6: The Purpose Statement	6.1 Significance and meaning of a Purpose Statement 6.2 A qualitative purpose statement 6.3 A quantitative purpose statement 6.4 A mixed methods purpose statement	Reading: Chapter 6
10	Chapter 7: Research Questions and Hypotheses	7.1 Qualitative research questions 7.2 Quantitative Research questions and hypotheses	Reading: Chapter 7
11	Chapter 8: Quantitative Methods	8.1 Defining surveys and experiments 8.2 Components of a survey method Plan 8.3 Components of an experimental Method Plan	Reading: Chapter 8
12	Chapter 9: Qualitative Methods	9.1 The Components of qualitative Methods 9.2 Writing the qualitative report	Reading: Chapter 9
13	Chapter 10: Mixed Methods Procedures	10.1 Components of mixed methods procedures	Reading: Chapter 10
14	Chapter 10: Mixed Methods Procedures	10.2 Types of mixed methods designs	Reading: Chapter 10
15	General review and discussion	Give a general review of the course's contents and discussion	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 7th slot, students will be given a case study/a scenario with some relevance to the academic research in marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in academic research in marketing in a real case to become familiar with the reality marketing. This group assignment requires student to work with other members in an assigned group (4-5 members) to conduct a real academic study in marketing and present a report. A marketing issue will be assigned to each group and the learners must plan a research design to address the purpose of the study. This situation will likely NOT be solved by a quantitative survey alone. As a result of the group project, each group must deliver a research report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam is built as a final group assignment. Relating with the above group assignment, learners will be asked to implement a real study in a whole process. As the result of the group project each group must deliver a research report.