

MKT499 Marketing Applied Project

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

This course enables senior undergraduate students to conduct a research-based project on topics related to marketing and report their findings and recommendations. The course requires students to put together knowledge domains from various courses in the programme to provide useful information to make decisions. Students have to work closely with their supervisors to craft out a suitable project topic and carry out the project individually.

Topics:

- -

Textbooks:

Marketing Research: An Applied Orientation 7th Naresh K. Malhotra Pearson
ISBN-13: 9781292265919

JMP17 JMP
ISBN-13: SW-0253

Learning Outcome:

- Discuss research ideas in marketing.
- Evaluate the relevance, value and sufficiency of the literature found.
- Select an appropriate research topic that contributes to the discipline.
- Formulate clear research questions and objectives.
- Construct the research design.
- Assemble the data from relevant sources and knowledge domains.
- Analyse the data using appropriate techniques.
- Assess the findings in the light of the research objectives and recommend areas for further work.
- Relate the project topics to the industry and/or work environment.
- Prepare the project proposal and final report.

Assessment Strategies - Regular Semester (Daytime Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|---------------------|---------------------------------|
| Overall Continuous Assessment | PROJECT PROPOSAL 1 | 20 |
| Overall Examinable Components | PROJECT DEVELOPMENT | 20 |
| | FINAL REPORT | 60 |
| Total | | 100 |

*The information listed is subject to review and change.