

MKT499 Marketing Applied Project

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY 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:

Naresh K. Malhotra: Marketing Research: An Applied Orientation PEARSON
ISBN-13: 9789814648417-AA

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ISBN-13: 9789814648417

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:

Continuous Assessment Component	Weightage (%)
PROJECT PROPOSAL	20
Sub-Total	20

Examinable Component	Weightage (%)
PROJECT DEVELOPMENT	20
FINAL REPORT	60
Sub-Total	80

Weightage Total **100**