

Subject Code	MM597
Subject Title	Marketing Management Dissertation
Credit Value	9
Level	5
Normal Duration	2-semester
Pre-requisite/ Co-requisite/ Exclusion/ Consecutive Subjects (2 semesters)	Marketing Research (MM586) or Research Methods (MM501) ----- Marketing Management Dissertation (MM597)
Role and Purposes	<p>This subject aims to provide students with an opportunity to apply the concepts learned in the taught part of the course, to the analysis of a marketing-related topic of the student's own choosing.</p> <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising).</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> critically analyse and synthesize existing research on a topic; design and implement a research methodology appropriate to the investigation of a given problem; apply conceptual knowledge to the analysis of a real marketing situation; work independently over an extended period on a sustained piece of research; appraise and critically evaluate evidence; arrange logically and communicate effectively the results of an investigation.
Subject Synopsis/ Indicative Syllabus	<p>Project Proposal The content of the proposal should include the project title, a statement of the research problem/area, the aim(s) and objective(s) of the project, and information regarding the following: familiarity with relevant literature, the methodology proposed for data collection, the proposed analytical procedures to be used, an outline of the proposed chapters for the final project, and a schedule of the proposed work needs to be included.</p> <p>Final Dissertation In addition to the material introduced in the proposal, the dissertation should contain the body of evidence or data used in the analysis, and sufficient information regarding the treatment and interpretation of that evidence/data (e.g., Are the results summarised meaningfully and presented fairly with due consideration given to alternative plausible explanations? Have relevant techniques been employed to ensure the quality of the study's main findings? Are counter-intuitive findings acknowledged and accounted for?).</p>
Teaching/Learning Methodology	We encourage close and frequent contacts between the student and the dissertation supervisor in the process of topic selection, framework development, as well as further qualitative/quantitative analytic validations. Customized supervision will be provided to the student depending on his/her progress in the process of preparing dissertation.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a.	b.	c.	d.	e.	f.
	Continuous Assessment*	100%						
	1. Continuous assessment	20%	✓	✓	✓	✓	✓	✓
	2. Project proposal	20%	✓	✓	✓	✓	✓	✓
	3. Final dissertation	60%	✓	✓	✓	✓	✓	✓
	Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <hr/> <p>Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome: MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising) is assessed by final subject grade.</p> <hr/> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The various methods are designed to ensure that all students taking this subject meet the requirements as set out in the subject synopsis above. Feedback is given to students immediately following the each phase of the dissertation preparation and following oral examination and research report.</p>								
Student Study Effort Expected	Class contact:							
	▪ Supervision / consultation / oral examination		42 Hrs.					
	Other student study effort:							
	▪ Preparation for supervision / consultation		42 Hrs.					
	▪ Preparation for proposal / report / oral examination		84 Hrs.					
	Total student study effort		168 Hrs.					
Reading List and References	<p><i>Textbooks</i> Gummesson, Evert. <i>Qualitative Methods in Management Research</i>. Newbury Park: Sage, 1991.</p> <p>Miles, Matthew B. New methods for qualitative data collection and analysis: Vignettes and pre-structured cases, <i>Qualitative Studies in Education</i>, 3 (1), 37-51, 1990.</p>							

Miles, Matthew B. and A. Michael Huberman. *Qualitative Data Analysis: An Expanded Sourcebook* (2nd edition). Thousand Oaks: Sage, 1994.

Yin, Robert K. *Case Study Research: Design and Methods*. Newbury Park, CA: Sage, 1989.

Yin, Robert K. *Applications of Case Study Research*. Newbury Park: Sage, 1993.

Journal References

Bonoma, Thomas V. Case research in marketing: Opportunities, problems, and a process, *Journal of Marketing Research*, 22 (May), 199-208, 1985.

Bourgeois, L. J. and Kathleen M. Eisenhardt. Strategic decision processes in high velocity environments: Four cases in the microcomputer industry, *Management Science*, 34 (7), 816-835, 1988.

Daft, Richard L. Learning the craft of organizational research, *Academy of Management Review*, 8 (4), 539-546, 1983.

Eisenhardt, Kathleen M. Building theories from case study research, *Academy of Management Review*, 14 (4), 532-550, 1989.

Miles, Matthew B. Qualitative data as an attractive nuisance: The problem of analysis, *Administrative Science Quarterly*, 24, 590-601, 1979.

Mintzberg, Henry. An emerging strategy of 'direct' research, *Administrative Science Quarterly*, 24 (December), 582-589, 1979.

Mintzberg, Henry and James A. Waters. Tracking strategy in an entrepreneurial firm, *Academy of Management Journal*, 25, 465-499, 1982.

Parkhe, Arvind. 'Messy' research, methodological predispositions, and theory development in international joint ventures, *Academy of Management Review*, 18 (2), 227-268, 1993.

Workman, John P. Marketing's limited role in new product development in one computer systems firm, *Journal of Marketing Research*, 30 (November), 405-421, 1993.