TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Nghiên cứu Marketing			
Mã học phần:	72MRKT40103		Số tin chỉ:	3
Mã nhóm lớp học phần:	241_ 72MRKT40103_01			
Hình thức thi: **Dự án/Đồ án/Bài tập lớn/Tiểu luận**		Thời gian làm bài:	**30**	Phút/ ngày
☒ GV giao đề bài trong thời gian giảng dạy lớp học phần		☐ TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố		
☐ Cá nhân	☒ Nhóm	Số SV/nhóm:		10
Quy cách đặt tên file	***Student ID_Student Name_241_ 72MRKT40103_01_Group Name_*Final**			

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 17/11/2024**.

1. Formatting Guide

- Assignment total length should be within 30 slides PowerPoint (±10%) and a Word Documents of no more than 7000 words
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhất Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Asessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Apply customer knowledge such as studying customer behavior in planning and organizing marketing strategies.	Group Project (with Presentation)	35%	1	3.5	PLO3(R)
CLO2	Apply knowledge of marketing tools such as marketing research, in planning and organizing marketing strategies.	Group Project (with Presentation)	35%	1	3.5	PLO5 (R,A)
CLO3	Apply qualitative and quantitative methods and tools to serve the analysis, synthesis and evaluation of data and information about business and marketing activities of enterprises.	Group Project (with Presentation)	30%	1	3	PLO10 (I)

III. Assignment Requirement

1. Topic
Context:

Identify a product that exists in other markets (not in Vietnam) that your group is planning to market in Vietnam. Your team is required to plan for the product marketing in Vietnam. Your plan should include the following:

1) Customer analysis: segmentation and target market
2) Market potential and predicted sales forecast
3) Develop the product strategy to be sold in Vietnam
4) Pricing, integrated marketing communication decisions and channel selection

All discussions must be supported and justified with published facts, published journal articles and references from creditable sources The group assignment must be written in a report format.

Report Requirement:

In this task, you will prepare a research project wth the following sections:

1. Introduction (Approx. 500–700 words) – 1 point

- Provide background information on the research topic, including its significance in the field of Marketing.
- Define the research problem or gap, and present your research question(s).
- Clearly outline your research objectives and hypotheses.

2. Literature Review (Approx. 1,200–1,500 words) – 2 points

- Review relevant academic literature to establish a theoretical foundation for your study.
- Identify theoretical gaps in past studies and discuss why these gaps are significant.
- Explain how your research addresses these gaps, particularly focusing on any unique aspects relevant to your study.

3. Methodology (Approx. 1,000–1,200 words) – 2 points

- Describe the research design (e.g., survey, experiment) and justify your choice.
- Detail the sampling strategy, including sample size, sampling technique, and data collection procedures.
- Explain the data analysis methods (e.g., descriptive statistics, regression analysis) you will use to test your hypotheses.

4. Data Analysis and Findings (Approx. 1,500–2,000 words) – 2.0 points

- Present and analyze your quantitative findings, using tables, charts, and graphs where appropriate.
- Include results from statistical tests (e.g., t-tests, chi-square, correlation, or regression analysis).
- Explain and interpret your findings in relation to your research questions and hypotheses.

5. Discussion (Approx. 800–1,000 words) – 1.5 points

- Interpret your findings within the context of the literature reviewed.
- Discuss the theoretical and practical implications of your results.
- Address any limitations of your study and suggest potential areas for future research.

6. Conclusion (Approx. 400–500 words) – 0.5 points

- Summarize the key findings and contributions of your study.
- Restate the significance of your research in addressing the research question or problem.
- Provide any final insights or recommendations for marketing practitioners or further studies.

7. References – 0.5 points

- Cite all sources used in your research according to APA, MLA, or other appropriate academic referencing style.

8. Appendices (if necessary) – 0.5 points

- Include any supplementary materials, such as survey instruments, raw data, or additional statistical outputs, that support your study.

Team-work requirements:
- Form a group of 2 members.
- Word Limit: Maximum 7,000 words (excluding tables, appendix, and references).
- Format: Times New Roman, 12-point font, double-spaced, with 1-inch margins.
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide
- The assignment's total length should be within 7000 words (±10%); (excluding tables, appendix, and references).
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_233_72MRKT40383_01_Group Name_Final*;
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Weighing (%)	Excellent (80-100%)	Good (65-79%)	Satisfactory (50-64%)	Needs Improvement (0-49%)

		- 0.9-1.0 points	- 0.7-0.8 points	- 0.5-0.6 points	- 0-0.4 points
1. Introduction	10%	- Clear, compelling research problem; precise objectives and hypotheses; excellent relevance and significance of topic.	- Clear research problem; objectives and hypotheses mostly relevant; demonstrates topic relevance.	- Acceptable problem definition; objectives and hypotheses lack precision; relevance is moderate.	- Vague or unclear problem; objectives and hypotheses poorly defined; little relevance to Marketing.
2. Literature Review	20%	- 1.6-20 points - Comprehensive review; synthesizes relevant theories, clearly identifies theoretical gaps, and links them to research.	- 1.3-1.5 points - Good coverage of relevant literature; identifies gaps; connects theory to research question.	- 1.0-1.2 points - Basic literature coverage; some theoretical gaps identified, but connection to research is weak.	- 0-0.9 points - Insufficient or irrelevant literature; theoretical gaps not identified; unclear theoretical framework.
3. Methodology	20%	- 1.6-2.0 points - Clear, robust design; appropriate sample and data collection method; excellent description and justification of analysis methods.	- 1.3-1.5 points - Logical design; sampling and data methods are appropriate; analysis methods mostly justified.	- 1.0-1.2 points Basic design and sampling; data collection lacks detail; analysis methods minimally justified.	- 0-0.9 points - Methodology lacks coherence; sampling, data collection, and analysis poorly chosen or justified.
4. Data Analysis & Findings	20%	2-2.5 points Thorough and accurate analysis; appropriate use of statistics; clear interpretation of data; insightful findings relevant to research question.	- 1.7-1.9 points - Good analysis; most statistics correctly used; findings generally clear and relevant.	- 1.2-1.6 points - Basic analysis with some errors; findings lack depth or clarity; some relevance to question.	- 0-1.1 points Weak or incorrect analysis; findings unclear or irrelevant to the research question.
5. Discussion	15%	- 1.2-1.5 points - Insightful interpretation; connects findings to theory and implications; discusses	- 1-1.1 points Clear interpretation; relates findings to theory; discusses limitations	- 0.7-0.9 points Basic interpretation; weak links to theory; limited discussion of	- 0-0.6 points Superficial or absent discussion; no clear connection to theory; lacks

		limitations effectively.	with some insight.	implications or limitations.	insight into limitations.
6. Conclusion	5%	**- 0.4-0.5 points** - Concise summary; effectively highlights key findings, implications, and future research suggestions.	**- 0.3 points** - Summarizes main points; identifies implications and suggests future research moderately well.	**- 0.2 points** - Basic summary; little depth in implications; limited future research suggestions.	**- 0-0.1 points** - Lacks clear summary; implications or future research suggestions missing or unclear.
7. Academic Writing & Structure	5%	**- 0.4-0.5 points** - Well-organized, clear, concise writing; excellent grammar and referencing; academic tone maintained throughout.	**- 0.3 points** - Generally well-structured; minor errors in grammar or referencing; academic tone mostly maintained.	**- 0.2 points** - Acceptable structure; several errors in grammar or referencing; inconsistent academic tone.	**- 0-0.1 points** - Poorly organized; frequent grammar or referencing errors; academic tone largely absent.
8. Referencing & Appendices	5%	**- 0.4-0.5 points** Comprehensive, accurate referencing of all sources; appendices fully support the research.	**- 0.3 points** Mostly accurate referencing; appendices are helpful and mostly relevant.	**- 0.2 points** Basic referencing; some inaccuracies or omissions; appendices partially relevant.	**- 0-0.1 points** Little or no referencing; appendices missing or irrelevant.

Internal Verifier

Ho Chi Minh City, 10th November 2024
Lecturer

PhD. Trần Nguyễn Hải Ngân

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