

TRƯỜNG ĐẠI HỌC VĂN LANG  
**KHOA: Quản trị kinh doanh**  
**Honors Program**

**ĐỀ THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 1 , năm học 2023 - 2024**

Mã học phần: 7TM0160.....

Tên học phần: Nghiên cứu Marketing .....

Mã nhóm lớp học phần: .....

Thời gian làm bài (phút/ngày): **Due day 25/12/2013**.....

Hình thức thi: **Tiểu luận cá nhân**

**Cách thức nộp bài :**

- Sinh viên Upload file bài làm (định dạng word), file lưu tên dưới dạng sau: Họ và tên

Ví dụ: NguyenVanAnh

**Đề bài:** Each student is required to write a research proposal encompassing chapters 1, 2, and 3, focusing on research in the field of marketing. Chapter 1 consists of an introduction, background, and problem statement. Chapter 2 entails the literature review related to marketing research, while chapter 3 covers the methodology

- Length: 3.000 words max
- Plagiarism is below 20%

**Format:**

This assignment should have the following format:

- 1) Include a ‘title page’ with student name, student number, title of assessment, lecturer name and word count (not including references).
- 2) Executive Summary
- 3) Table of Contents
- 4) Chapter 1:Introduction
  - Research background
  - Problem statement
  - Research question
  - Research objective
- 5) Chapter 2: Literature review
- 6) Chapter 3: Methodology
  - Research design
  - Target population
  - Sampling method
  - Sample size
  - Measurement scale development

## 7) References

Reference according to APA 7th Edition referencing style and Academic Writing Guide. It is expected that you will use at least 30 academic references, preferably refereed journal/research articles. Websites, such as Wikipedia, will not be accepted, other than for providing general details of the leaders and these will not be counted in the minimum references required. Correct and thorough referencing will be a key evaluation element. The quality of your sources will also be considered in the evaluation of your assignment. Please ensure that your spelling, grammar and syntax are correct before you submit your essay.

## 8) Appendix(if any)

**Note:** 7) , 8) are not included in the word count. Use Time New Roman. Use size 13 font with 1.5 spacing

**Rubric: Individual Assignment- Final exam (50%)**

Criteria	Weight (%)	Excellent 9.0 - 10	Good 8.0 – 8.9	Fair 7 – 7.9	Average 5.0 – 6.9	Poor < 5.0
Introduction	20%	The introduction is engaging, clear, and provides a comprehensive overview of the topic, research question, and objectives. It effectively captures the reader's attention and sets the stage for the paper.	The introduction is well-written, providing a clear overview of the topic, research question, and objectives. It engages the reader effectively.	The introduction is satisfactory, presenting the topic, research question, and objectives, but lacks some engagement or clarity.	The introduction is unclear, lacks engagement, and does not effectively present the topic, research question, or objectives.	The introduction is missing or entirely inadequate.
Literature Review	30%	The literature review is comprehensive, demonstrating a thorough understanding of the relevant literature. It effectively relates existing research to the paper's topic and research question.	The literature review is well-researched and effectively connects existing research to the paper's topic and research question.	The literature review is adequate but may lack depth or fail to connect some aspects of existing research to the topic.	The literature review is shallow, lacks depth, or struggles to connect existing research to the topic.	The literature review is missing or entirely inadequate.
Method	30%	The research method is clearly explained, justified, and aligned with the research question. It demonstrates a sophisticated understanding of research design and methodology.	The research method is well-explained and justified, aligning with the research question effectively.	The research method is adequately explained and justified but may have some minor issues or gaps.	The research method is unclear, lacks justification, or has significant issues that affect its alignment with the research question.	The research method is missing or entirely inadequate.

Mechanics	5%	The paper is virtually free from grammatical, spelling, punctuation, and formatting errors in APA style. It follows a consistent and appropriate citation style.	The paper contains few grammatical, spelling, punctuation, or formatting errors in APA style and adheres to a consistent citation style.	The paper has noticeable grammatical, spelling, punctuation, or formatting errors in APA style but is still readable. Citation style may have minor issues.	The paper contains frequent grammatical, spelling, punctuation, or formatting errors in APA style that impede readability. Citation style may have major issues.	The paper is riddled with grammatical, spelling, punctuation, or formatting errors in APA style, making it difficult to understand. Citation style is incorrect or absent.
Organization	5%	The paper is exceptionally well-organized, with a clear and logical flow of ideas. Paragraphs and sections transition smoothly.	The paper is well-organized, with a clear flow of ideas. Paragraphs and sections transition effectively.	The paper is adequately organized but may have some minor issues with flow and transitions.	The paper's organization is somewhat unclear, and there are noticeable issues with flow and transitions.	The paper is poorly organized, lacking coherence, and transitions are missing or ineffective.
References	10%	All references are accurate, relevant, and consistently formatted according to APA style. There are no missing citations.	References are mostly accurate, relevant, and consistently formatted in APA style, with only minor citation omissions or errors.	References are somewhat accurate and relevant, but there are noticeable citation omissions or errors in APA style.	References are inaccurate, irrelevant, or inconsistently formatted in APA style, impacting the paper's credibility.	References are missing or entirely inadequate.

*Ngày biên soạn: 1/12/2023*

**Giảng viên biên soạn đề thi: Hoàng Việt Linh**

*Ngày kiểm duyệt:*

**Trưởng (Phó) Khoa/Bộ môn kiểm duyệt đề thi:**

Sau khi kiểm duyệt đề thi, **Trưởng (Phó) Khoa/Bộ môn** gửi về Trung tâm Khảo thí qua email: [khaothivanlang@gmail.com](mailto:khaothivanlang@gmail.com) bao gồm file word và file pdf.