

BU343

Marketing Research

[Onsite]

Course Description:

Building on the skills taught in previous courses (Research Methods, Statistics, and Principles of Marketing), Market Research emphasizes the problem solving and critical thinking skills used to plan, implement and evaluate the results of a market research project data.

Prerequisite(s) and/or Corequisite(s):

Prerequisites: EG381 Statistics or equivalent, BU242 Consumer Behavior

Credit hours: 4

Contact hours: 40 (40 Theory Hours)

SYLLABUS

Instructor: _____

Office hours: _____

Class hours: _____

MAJOR INSTRUCTIONAL AREAS

1. History and early phases of marketing research.
2. Formulating a research design.
3. Data collection and reporting.
4. Analyzing market research data.
5. Evaluating research project results.

COURSE OBJECTIVES

1. Describe the role of research processes in marketing.
2. Plan a marketing research project.
3. Create a research design based on the objectives of a research project.
4. Analyze the data requirements for a marketing research project.
5. Design questionnaires for a research project.
6. Apply statistical analysis concepts in marketing research.
7. Manage the research data by using SPSS.
8. Analyze cause and effect relationships in research data by using SPSS.
9. Evaluate a marketing research project.
10. Use the resources from ITT Tech Virtual Library to research and obtain information about marketing research.

Related SCANS Objectives

1. Use ideas or information to gain new perspectives.
2. Use creative thinking to analyze a problem.
3. Plan, create, and execute a project plan.
4. Apply technology to acquire, organize, analyze, and present information.
5. Apply theoretical principles and practices to a research project.
6. Create, organize, apply, and process information to derive results.
7. Choose ethical courses of action.
8. Identify activities and prioritize based on time and resources.
9. Utilize interpersonal skills and communication techniques.

TEACHING STRATEGIES

The curriculum is designed to promote a variety of teaching strategies that support the outcomes described in the course objectives and foster higher cognitive skills. The delivery makes use of various media and delivery tools in the classroom.

This course is designed to give students “real world” skills in marketing research. The entire learning is based on teaching students the specific skills they need to know in order to do specific tasks. It is important to use “real world” examples and equate the learning to practical applications in order to make it interesting for the student. This is why the course does not have any quizzes but only a final exam. This course concentrates on a project, its interim deliverables, and research and writing activities. In addition, there are a lot of in-class activities created to increase the comfort level of the students and to enable them to work on their individual projects.

COURSE RESOURCES

Student Textbook Package

- Textbook: Burns, Alvin C. and Ronald F. Bush, *Marketing Research, 6th ed. Upper Saddle River, NJ: Pearson Education, Inc., 2010.*
- CD-ROM: SPSS 17.0 Integrated Student Version, 17/E, Pearson Education, Inc., 2010.

Student Resources

- UCLA Academic Technology Services – SPSS Starter Kit:

The Web site contains movies, tutorials, and learning modules to assist you in getting started with SPSS.

<http://www.ats.ucla.edu/STAT/spss/sk/default.htm>

References and Resources

- ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

- **Books**

The following books are related to this course and are available through the **ITT Tech Virtual Library>Books>Ebrary**:

- Birn, Robin. *Effective Use of Market Research: How to Drive and Focus Better Business Decisions, 4th ed. Kogan Page, Limited, 2004.*
- Daymon, Christine, and Immy Holloway. *Qualitative Research Methods in Public Relations and Marketing Communications. Routledge, 2002.*
- Franses, Philip Hans, and Richard Paap. *Quantitative Models in Marketing Research. Cambridge University Press, 2001.*
- Grossnickle, Joshua, and Oliver Raskin. *Handbook of Online Marketing Research. The McGraw-Hill Companies, 2001.*

- McNeil, Ruth. *Business to Business Market Research*. Kogan Page, Limited, 2005.

■ **Other Resources**

• **Books**

- Aaker, David A., V. Kumar, and George S. Day. *Marketing Research*, 7th ed. New York, NY: John Wiley & Sons, 2000.
- Andreasen, Alan R. *Marketing Research That Won't Break the Bank: A Practical Guide to Getting the Information You Need*, 2nd ed. San Francisco, CA: Jossey-Bass, 2002.
- Baines, Paul, and Bal Chansarkar. *Introducing Marketing Research*. New York, NY: John Wiley & Sons, 2002.
- Churchill, Gilbert A., and Dawn Iacobucci. *Marketing Research: Methodological Foundations*. Mason, OH: South-Western College Pub, 2001.
- Creswell, John W. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks, CA: Sage Publications, 2002.
- Fern, Edward F. *Advanced Focus Group Research*. Thousand Oaks, CA: Sage Publications, 2001.
- Hair, Joseph F., Robert P. Bush, and David J. Ortinau. *Marketing Research: Within a Changing Information Environment w/Data Disk Pkg*. New York, NY: McGraw-Hill, 2002.
- Kumar, V., David A. Aaker, and George S. Day. *Essentials of Marketing Research*, 2nd ed. New York, NY: John Wiley & Sons, 2001.
- Parmerlee, David. *Analyzing Markets, Products, and Marketing Plans*. New York, NY: McGraw-Hill, 2000.
- Wilson, Alan M. *Marketing Research: An Integrated Approach*. Upper Saddle River, NJ: Financial Times Management, 2002.
- Yin, Robert K. *Case Study Research: Design and Methods*, 3rd ed. Thousand Oaks, CA: Sage Publications, 2002.
- Yin, Robert K. *Applications of Case Study Research*, 2nd ed. Thousand Oaks, CA: Sage Publications, 2002.

- Zaltman, Gerald. *How Customers Think: Essential Insights into the Mind of the Market*. Cambridge, MA: Harvard Business School Press, 2003.
- Zikmund, William G. *Essentials of Marketing Research with Infotrac*. Mason, OH: South-Western College Pub, 2002.

- **Periodicals**

- Business.com

http://www.business.com/popular/marketing_periodicals

- Business Journals

<http://www.bizjournals.com/>

- Infoday

<http://www.infoday.com/>

- Quirks.com

<http://www.quirks.com/resources/sources.asp>

- **Web sites**

- Free Management Library

<http://www.managementhelp.org>

- GTR Consulting

www.gtrconsulting.com

- MRSI

<http://www.mrsi.com/associations.html>

- Internet News

www.internetnews.com/

- Internet World

<http://www.internetworld.com/>

<http://www.ipl.org/>

- SPSS Tutorial for Beginners

This document is a ten page downloadable tutorial on SPSS for beginners.

http://www.chillibreeze.com/ebooks/SPSS/spss_tutorial_preview1-9.pdf

- SPSS Tutorial

This is a brief PowerPoint Presentation for SPSS.

<http://www.personal.rdg.ac.uk/~aes02mm/Teaching/Archive/2003-4/Docs/SPSS-week7.ppt>

All links to Web references outside of the virtual library are always subject to change without prior notice.

EVALUATION & GRADING

COURSE REQUIREMENTS

1. Attendance and Participation

Regular attendance and participation are essential for satisfactory progress in this course.

2. Completed Assignments

Each student is responsible for completing all assignments on time.

3. Team Participation (if applicable)

Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions by all members of their respective teams.

Evaluation Criteria Table

The final grade will be based on the following weighted categories:

GRADE CATEGORIES	WEIGHT
Participation	10%
Research Assignments	20%
Writing Assignments	15%
Project Part 1	5%
Project Part 2	10%
Project Part 3	10%
Project Part 4	10%
Final Exam	20%
Total	100%

Grade Conversion Table

Final grades will be calculated from the percentages earned in class as follows:

Grade	Percentage	Credit
A	90-100%	4.0
B+	85-89%	3.5
B	80-84%	3.0
C+	75-79%	2.5
C	70-74%	2.0
D+	65-69%	1.5
D	60-64%	1.0
F	<60%	0.0

COURSE OUTLINE

Notes

- **Unit 1:** All the concepts will be covered in the class; therefore, the specified readings are merely for your reference.
- **For all Units, except Unit 1:** It is recommended that you complete the readings before attending the class.
- In addition to general class participation and in-class activities, all discussion questions will be graded under the Participation evaluation category.

Unit #	Activities for the Unit
1	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 1, "Introducing Marketing Research," p. 13, and pp. 15-16 • Chapter 2, "Explaining the Marketing Research Process," pp. 24-36 • Chapter 3, "Describing Characteristics of the Marketing Research Industry," pp. 47-55, and pp. 62-72 • Writing Assignment: 1
2	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 4, "Defining the Problem and Determining Research Objectives," pp. 86-93, and pp. 95-100 • Chapter 5, "Understanding Research Design," pp. 117-118, p. 123, and pp. 129-130 • Writing Assignments: 1 and 2

Unit #	Activities for the Unit
3	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 6, "Using Secondary Data and Online Information Databases," pp. 148-161 and pp. 166-168 • Chapter 7, "Comprehending Standardized Information Sources," pp. 177-200 • Writing Assignment: 1 • Research Assignment: 1
4	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 8, "Utilizing Exploratory and Qualitative Research Techniques," pp. 211-224 and pp. 229-230 • Chapter 9, "Evaluating Survey Data-Collection Methods," pp. 243-249 • Writing Assignment: 1 • Research Assignment: 1
5	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 10, "Understanding Measurement in Marketing Research," pp. 277-293 • Chapter 11, "Developing Questions and Designing the Questionnaire," pp. 304-330 • Research Assignment: 1 • Project: Start Part 1
6	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 12, "Determining How to Select the Sample," pp. 338-366 and pp. 368-369 • Chapter 14, "Dealing with Field Work and Data

Unit #	Activities for the Unit
	<p style="text-align: center;">Quality Issues,” p. 403, pp. 410- 417, and pp. 421-423</p> <ul style="list-style-type: none"> • Research Assignments: 2 • Project: Submission Part 1
7	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 15, “Using Basic Descriptive Analysis,” pp. 431-446 and pp. 449-453 • Chapter 16, “Performing Population Estimates and Hypothesis Tests,” pp. 467-476 and pp. 480-490 • Project: Start Part 2
8	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 17, “Implementing Basic Differences Tests,” pp. 508-517 and pp. 523-526 • Chapter 18, “Making Use of Associations Tests,” pp. 534-560 • Research Assignments: 2 • Project: Submission Part 2
9	<ul style="list-style-type: none"> • Content Covered <ul style="list-style-type: none"> • Chapter 19, “Understanding Regression Analysis Basics,” pp. 570-597 • Research Assignment: 1 • Project: Start Part 3
10	<ul style="list-style-type: none"> • Content Covered

Unit #	Activities for the Unit
	<ul style="list-style-type: none">• Chapter 20, "Preparing the Research Report and Presentation," pp. 609- 633• Project: Start Part 4• Project: Submission Part 3
11	<ul style="list-style-type: none">• Project: Submission Part 4• Final Exam and Review