

Marketing Research 412

Fall Semester 2007

Professor George R. Milne

Section 1: 10:10-11:25, Room 108

Section 2: 11:40-12:55, Room 127

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"Our market research indicates that our customers are vague, mysterious phenomena who buy our products randomly for no reason whatsoever."

Marketing research is the process of gathering information to assist managers in decision-making. The marketing research course is designed to provide you with tools to design a research study, collect data, and analyze data. Various types of data collection techniques including focus groups, secondary data collection using electronic databases and the Internet and primary data collection techniques are discussed in class. The course will involve statistics to the extent that they are helpful in making decisions. Most importantly, you will get first hand experience by working on a comprehensive, multi-stage marketing research project during the semester.

Overview

The class will involve discussion of key concepts, cases, and research techniques. There is a hands on marketing research group project that will teach you data analysis and reporting research skills..

The **text** for the class is Essentials of Marketing Research by William G. Zikmund and Barry J. Babin, 3rd Edition. It's available in the bookstore. You are expected to read the text prior to coming to class per the class schedule. During class I will be leading discussion and going over key concepts, cases and problems related to the chapter.

Every class we will discuss **pre-assigned discussion questions** (see below). Each Discussion question is worth 1% (or 10 points) towards your final grade. You must post the discussion on Web CT prior to class time to get credit. The only exception is with Chapter 1, which can be a day late. There will be three levels of grades. Strong answers

will be given full credit (10 points). Weaker answers will be given half credit (5 points). Late posts will receive 0 points. Be prepared to discuss assignments in class.

Homework Discussion Questions

Chapter 1	If considering opening a retail store in either Hampshire or Franklin County, how would the census (www.census.gov) help you. What data would you use.
Chapter 2	a. What is the difference between data and information? b. What are the characteristics of useful information? c. How has the Internet affected the usefulness of information? c. Go to www.kbb.com . While there choose two cars that you might consider buying and compare them. Make a decision. How does data warehousing assist decision making?
Chapter 3	Read Fischer-Price Case. Answers questions 1,2, and 3.
Chapter 4	Read and answer questions for both case 4.1 and 4.2.
Chapter 5	Read Case 5.1 Answer questions 1-6.
Chapter 6	Answer question 6 in Questions for Review and Critical Thinking section. Try to find the answers not just identify the sources.
Chapter 7	Read Case 7.2 and answer questions.
Chapter 8	Answer question 8 in Questions for Review and Critical Thinking section.
Chapter 9	Read Case 9.2 and answer questions.
Chapter 10	Read Case 10.1 and answer questions.
Chapter 11	Read Case 11.1 and answer questions.
Chapter 12	Read Case 12.2 and answer questions.
Chapter 13	Answer questions 10, 11,12,13,14,15,16 in Questions for Review and Critical Thinking section.
Chapter 14	Answer questions 3,4,5,13,14, 15, 17, 18
Chapter 15	Answer questions 2,3,4,5,6,11
Chapter 16	Read and answer case 16.1

Exams

There will be three midterms. All midterms will consist of 10 multiple choice questions from each chapter. The first midterm will consist of chapters 1-4 (40 questions), the second midterm of chapters 5-9 (50 questions), and the third midterm of chapters 10-16 (70 questions).

Hands on Marketing Research Project

In this class you will be conducting a small consumer research project about a new products and services. The thrust of the project is to assess the viability of promoting particular services to college student consumers. The topic must be approved by the professor.

Final Project.

1. Pick a new product or service.
2. Write a short survey that measures individual's attitudes toward the new product or service.
3. The survey must include: 5 likert items that measure attitude, 5 semantic differential items that measure attitude, a question on past usage of product or service, a question on future consumption (written as percent likelihood with 10% intervals), questions on Gender.
4. Data will be collected from the other students in the class as indicated on the syllabus.
5. For data analysis using SPSS: (a). calculate descriptive statistics for each question. (b). calculate descriptive statistics for each questions for men and for women. (c). form a composite attitude scale from likert items. (d). Collapse the composite likert scale to 2 levels (favorable versus less favorable). (e). run a cross tab (along with chi square tests) to see if gender is associated with usage and attitudes. (f). calculate correlation for each likert item with 5 point composite scale. (g). run a regression with likelihood as dependent variable and the likert attitudes as independent variables.
6. The write up should include a copy of survey with the descriptive results, results by men and women segments, discussion of statistical differences between men and women, discussion of correlation and regression analysis. Use appropriate graphs and charts to illustrate your data and highlight the findings. The format of the report should follow example on page 377 of text.

An example of a research report will be provided later in the semester.

Survey Participation Day

Each student is expected to participate in filling out other groups surveys on 11-7. Participation is worth 6% of your final grade.

Grades

You will be evaluated on three midterms, homework assignments, survey participation, and a final group project.

Midterm # 1	12%
Midterm #2	15%
Midterm #3	21%
Homework Assignments	16%
Survey Participation	6%
Final Project and Presentation	30%
Total	<u>100%</u>

Policies and Administration

Office hours will be held M and W from 9-10 am or by appointment. Email is best route to reach me.

You are expected to be on time to class and to be prepared.

Late assignments will be marked down.

Make up exams will only be given for legitimate excuses.

Honor code should be followed for all assignments.

See: http://www.umass.edu/dean_students/code_conduct/acad_honest.htm

Class Schedule

Date	Activity	Reading due, assignments due
W 9-6	First Day of Class The role of marketing research	Chapter 1, HW1
M 9-10	Information Systems and Knowledge Management. Form Groups.	Chapter 2, HW2
W 9-12	The Marketing Research Process: An Overview	Chapter 3, HW3
M 9-17	The Human Side of Marketing Research: Organizational and Ethical Issues	Chapter 4, HW4
W 9-19	Midterm #1	
M 9-24	Qualitative and Exploratory Research Tools	Chapter 5, HW5
W 9-26	Secondary Data Research in a Digital Age	Chapter 6, HW6
M 10-1	Survey Research: An Overview	Chapter 7, HW7
W 10-3	Observations	Chapter 8, HW8
M 10-8	Columbus Day Holiday	
T 10-9	Experimental Research: An Overview	Chapter 9, HW9
W 10-10	Midterm #2	
M 10-15	Measurement and Attitude Scaling	Chapter 10, HW10
M 10-22	Questionnaire Design	Chapter 11, HW11
W 10-24	Sampling Designs and Sampling Procedures	Chapter 12, HW12
M 10-29	Determination of Sample Size: A Review of Statistical Theory	Chapter 13, HW13
W 10-31	Basic Data Analysis	Chapter 14, HW14 Surveys Due in class.
M 11-5	Differences Between Groups and	Chapter 15, HW15

	Relationships Among Variables Feed back on Surveys given.	
W 11-7	REVIEW DAY, Data Collection	Chapter 16, HW16, Bring copies of Surveys, Data collection assignment in Class for Credit
M 11-12	Veteran's Day	
W 11-14	Midterm #3	
M 11-19	Entering Data and creating variables in SPSS	
W 11-21	Input Data in SPSS – go to lab	
M 11-26	Descriptive Analysis in SPSS	
W 11-28	Testing Relationships in SPSS	.
M 12-3	Analysis and Reporting Data	
W 12-5	Work on Project	
M 12-10	Presentations	Papers Due in Class. Late papers will be marked down.
W 12-12	Presentations	