

MKTG412 – Marketing Research

Instructor: Dr. Easwar S. Iyer

Semester: Fall 2007

Classroom: 106

Office Hours: Tuesdays and Thursdays 12:00 noon – 2:00 p.m. or by appointment

Room: SOM 221A

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Course Objective

Marketing research involves gathering and analyzing data so as to provide managers with timely and relevant information that will assist them in decision-making. The primary goal of this course is to give you the requisite tools that will enable you to gather and analyze data. You will accomplish this learning by examining cases as well as doing hands-on projects.

Course Content

In this course you will learn about various data gathering techniques from secondary sources such as electronic databases, Internet, and periodicals and from primary sources such as focus groups and surveys. You will also learn about various analytical techniques typically used by marketing researchers. At the beginning I will have 2 days of overview of the basic statistics materials you are expected to know. This will be followed by a series of classes on various secondary and primary data gathering techniques. The course will conclude with sessions on analytical techniques.

Text Book

William G. Zikmund (2005) “Essentials of Marketing Research” Thomson Southwestern: 2nd ed.

Evaluation and Grading

You will be evaluated in various ways including quizzes, tests, and individual and group project work. Each activity will be worth as follows:

Quiz	50
Focus Group project	100
Secondary Data project	100
Survey Design	100
Data Gathering	50
Survey project report	100
Test 1	200
Test 2	300
TOTAL	1000

Although I reserve the right to make modifications, in general you will be graded using the following scheme:

A	>925	C+	765-799
A-	900-924	C	735-764
B+	865-899	C-	700-734
B	835-864	D	650-699
B-	800-834	F	<649

The 412 Calendar

Tue Sep 4, 2007	Introduction & Getting Prepared
Thu Sep 6, 2007 Tue Sep 11, 2007	Review of Basic Statistics Review of Basic Statistics
↳ <u>Thu Sep 13, 2007</u>	Quiz
Tue Sep 18, 2007	Chapter 1: Marketing Research
Thu Sep 20, 2007	Chapter 2: Information Systems & Knowledge Management
Tue Sep 25, 2007	Chapter 3: Marketing Research Process
↳	Chapter 4: Human Side: Organizational & Ethical Issues
↳ Thu, Sep 27 2007	Focus Group (due October 11th) assignment will be given in class
↳	Chapter 5: Exploratory & Qualitative Research
Tue Oct 2, 2007	Secondary Data (due October 16th) assignment will be given in class
↳	Chapter 6: Secondary Data Research
↳	Survey Questionnaire (various due dates) assignment will be given in class
Thu Oct 4, 2007	Chapter 7: Survey Research
Thu Oct 11, 2007	Chapter 10-11: Scaling & Questionnaire Design
↳	(Focus group assignment due in class)
Tue Oct 16, 2007	Chapter 8: Observational Techniques
↳	(Secondary Data assignment due in class)
Thu Oct 18, 2007	Chapter 9: Experimental Research
↳	First stage of survey research due today
↳ <u>Tue Oct 23, 2007</u>	Test No. 1
↳ Thu Oct 25, 2007	Collect and Critique Surveys
Tue Oct 30, 2007	Chapter 12: Issues in Sampling Chapter 13: Issues in Sampling
↳ Thu Nov 1, 2007	Second stage of survey research due today
Tue Nov 6, 2007	
Thu Nov 8, 2007	
Tue Nov 13, 2007	SPSS training in computer lab (11-13 or 11-15)
Thu Nov 15, 2007	Chapter 14 & Chapter 15
Tue Nov 20, 2007	Data Analyses
↳ Tue Nov 27, 2007	Third stage of survey research due today
Thu Nov 29, 2007	
Tue Dec 4, 2007	
Thu Dec 6, 2007	Chapter 16: Reporting Results
↳	Fourth & final stage of survey research due today
↳ <u>Tue Dec 11, 2007</u>	Test No. 2 (This is subject to change to next class)
Thu Dec 13, 2007	