

## MARKETNG412-04 Marketing Research

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**Classroom:** SOM Room 126  
**Class Times:** Tuesday and Thursday 2:30pm – 3:45pm  
**Office Hours:** Tuesday and Thursday 4:00pm – 5:00pm and by appointment  
**Course Website:** <https://spark.oit.umass.edu/webct/entryPageIns.dowebct>  
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### Course Description

Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process; a significant portion of the course is the development and execution of a marketing research project.

### Required Text and Materials

Churchill, Gilbert A., Jr., and Tom J. Brown (2007), *Basic Marketing Research*, Sixth Edition. Mason, OH: South-Western Publishing (ISBN: 0324305419)

### Course Requirements

Your grade will be determined by your performance on two exams, various homework assignments, class participation, and some group assignments. The point distribution for the course is as follows:

| Method  | Weight |
|---|--------|
| Midterm Exam  | 100    |
| Final Exam  | 150    |
| Individual Assignments (3*20)                                 | 60     |
| Group Assignment 1: project proposal                          | 60     |
| Group Assignment 2: project questionnaire and data collection | 50     |
| Group Assignment 3: project written report                    | 60     |
| Class Participation   | 220    |
| Total   | 700    |

\* Group member peer evaluation will be counted.

The following scale will be used to assign final grades:

|               |   |
|---------------|---|
| 90% and above | A |
| 80% - 89%     | B |
| 70% - 79%     | C |
| 60% - 69%     | D |
| 0 - 59%       | F |

### **Academic Honesty**

(Refer to the University “Code of Student Conduct”.)

“Academic dishonesty is prohibited in all programs of the University. Academic dishonesty includes but is not limited to:

- *Cheating* - intentional use, and/or attempted use of trickery, artifice, deception, breach of confidence, fraud and/or misrepresentation of one's academic work.
- *Fabrication* - intentional and unauthorized falsification and/or invention of any information or citation in any academic exercise.
- *Plagiarism* - knowingly representing the words or ideas of another as one's own work in any academic exercise. This includes submitting without citation, in whole or in part, prewritten term papers of another or the research of another, including but not limited to commercial vendors who sell or distribute such materials.
- *Facilitating dishonesty* - knowingly helping or attempting to help another commit an act of academic dishonesty, including substituting for another in an examination, or allowing others to represent as their own one's papers, reports, or academic works.”

Any conduct of academic dishonesty will result in an F grade for the course.

Individual Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. Late assignments will be penalized by deducting five points per full day overdue.

Group Assignments: Marketing research is best learned by conducting some real case analyses and data analysis. During the course of the semester, you will work in groups to conduct a group project which covers every stage of marketing research. The groups will consist of 5 students. Identify a group "leader", who submits work, receives feedback, and is the contact if there are any questions about the assignments. Your group will be required to turn in three group assignments. Late assignments will be penalized by deducting ten points per full day overdue.

Exams. A midterm exam and a final exam will be given. The exams will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the text. The exams will not be cumulative; they will cover the text and lecture material covered since the last exam. They consist of multiple-choice questions and short essays.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings, case analyses, exercises etc., when you arrive at class. You must attend class to successfully complete the course. Without participating in the class, the best final grade you can get is D. Without a good class participation grade, you won't get a good final grade for the class. **Telephone me or send me an email message if you must be absent.** Attendance will be taken. Surprise quizzes will be given randomly during the semester. These quizzes will be used to evaluate your class participation. At the end of the semester I will assign points for class participation based upon the overall quality of your interactions and contributions to the course, as well as your attendance of the class.

**\*\* please *power off* or *mute* cellular phones. You cannot talk, read newspaper, eat, solve the crossword puzzle, or do anything not related to the class.**

## TENTATIVE SCHEDULE

| <b>Date</b>  | <b>Content / Assignment</b>   | <b>Key Activities</b>   |
|--------------|---|---|
| Jan 29<br>Tu | Introduction: First Day Course Overview   | Case: Barbecue blues Sauce<br>Course organization                                   |
| Jan 31<br>Th | Chapter 1: The Role of Marketing Research   | <i>Video: Ben &amp; Jerry's</i>   |
| Feb 5<br>Tu  | Chapter 2: Gathering Marketing Intelligence   | <i>Video: IBM ERP</i>   |
| Feb 7<br>Th  | Chapter 3: Process of Marketing Research  | <i>Video: Fisher-Price Rescue Heroes</i>  |
| Feb 12<br>Tu | Chapter 4: Problem Formulation  | <i>Case: Telecard.com</i>   |
| Feb 14<br>Th | Chapter 5: Exploratory Research<br><i>Group Projects: project topic for approval</i>    | <i>Video: EdwardJones</i>   |
| Feb 21<br>Th | Chapter 6: Descriptive & Causal Research Designs  | <i>Case: Chestnut Ridge Country Club</i>  |
| Feb 26<br>Tu | Chapter 7: Secondary Data   | <i>Case: Demand for Gas Guzzlers</i>  |
| Feb 28<br>Th | Chapter 9: Collecting Primary Data  | <i>Case: Premium Pizza Inc.</i>   |
| Mar 4<br>Tu  | Chapter 10: Collecting Information by Communication                                     | <i>Case: Digital Euro Music</i>   |
| Mar 6<br>Th  | Chapter 12: Measurement Basics<br>Mid-term Exam Review                                  |   |
| Mar 11<br>Tu | Mid-term Exam (chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10)                                  |   |
| Mar 13<br>Th | Chapter 13: Measuring Attitudes & Other Variables                                       | <i>Case: FlyAway Airways</i><br><i>Mar 14 Group Projects: Research proposal due</i> |
| Mar 18-20    | No class; happy spring break  |   |
| Mar 25<br>Tu | Chapter 14: Designing the Questionnaire   |   |
| Mar 27<br>Th | No class;   |   |
| Apr 1<br>Tu  | Chapter 15: Developing the Sampling Plan  | <i>Case: Newt vs. Toade</i>   |
| Apr 3<br>Th  | Chapter 16: Determining Sample Size<br><i>Group Projects: project questionnaire due</i> | <i>Case: Newt vs. Toade</i>   |
| Apr 8<br>Tu  | Chapter 17: Collecting the Data   | <i>Case: Fancher Golf Center</i>  |
| Apr 10<br>Th | Chapter 18: Data Analysis Preliminary Steps   | Real-life research: Taco Bueno, PrimeCare   |
| Apr 15       | SPSS Exercises  | In computer lab   |

| <b>Date</b>  | <b>Content / Assignment</b>   | <b>Key Activities</b>  |
|--------------|---|--|
| Tu           |   |  |
| Apr 17<br>Th | Chapter 19: Analyzing Individual Variables                                | Exercise   |
| Apr 22<br>Tu | Chapter 19: T-tests   | SPSS Exercises<br>In computer lab                            |
| Apr 24<br>Th | Chapter 20: ANOVA test, Regression  |  |
| Apr 29<br>Tu | SPSS Exercises  | In computer lab  |
| May 1<br>Th  | Chapter 21: Communicating the Research Results                            |  |
| May 6<br>Tu  | SPSS Exercises<br><i>Group Projects: project data analysis discussion</i> | In computer lab  |
| May 8<br>Th  | Final Exam review<br>Group presentations                                  |  |
| May 13<br>Tu | Group presentations   |  |
| May 15<br>Th | Final Exam (chapters 11, 12, 13, 14, 15, 16, 17, 18, 19, 20)              | <i>May 16th</i><br><i>Group Projects: written report due</i> |