

MKTG412 – Marketing Research

Instructor: Dr. Easwar S. Iyer
Semester: Spring 2008
Classroom: 108

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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 (2003) “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:

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|--------------------------------------|-------------|
| Quiz (2/7) | 50 |
| Focus Group project (3/4) | 100 |
| Secondary Data project (3/13) | 100 |
| Survey Design (3/13, 4/3) | 100 |
| Data Gathering (4/29) | 50 |
| Survey project report (5/8) | 100 |
| Test 1 (3/27) | 200 |
| Test 2 (5/13) | 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

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|------------------|---|
| Tue Jan 29, 2008 | Introduction: What's in Store for You |
| Thu Jan 31, 2008 | Review of Basic Statistics |
| Tue Feb 5, 2008 | Review of Basic Statistics |
| Thu Feb 7, 2008 | <u>Quiz</u> |
| Tue Feb 12, 2008 | Chapter 1: Marketing Research |
| Thu Feb 14, 2008 | Chapter 2: Information Systems & Knowledge Management |
| | Chapter 3: Marketing Research Process |
| Thu Feb 21, 2008 | Chapter 4: Human Side: Organizational & Ethical Issues |
| | <u>Focus Group (due March 4th) assignment handed in class</u> |
| Tue Feb 26, 2008 | Chapter 5: Exploratory & Qualitative Research |
| | <u>Secondary Data (due March 13th) assignment handed in class</u> |
| Thu Feb 28, 2008 | Chapter 6: Secondary Data Research |
| | <u>Survey (various due dates) assignment handed in class</u> |
| Tue Mar 4, 2008 | Chapter 7: Survey Research |
| | <u>Focus Group assignment due in class</u> |
| Thu Mar 6, 2008 | Chapter 10-11: Scaling & Questionnaire Design |
| Tue Mar 11, 2008 | Chapter 10-11: Scaling & Questionnaire Design |
| Thu Mar 13, 2008 | Chapter 8: Observational Techniques |
| | <u>First stage of survey research due in class</u> |
| | <u>Secondary Data assignment due in class</u> |
| Tue Mar 25, 2008 | Chapter 9: Experimental Research |
| Thu Mar 27, 2008 | <u>Test No. 1</u> |
| | <u>Survey returned for further Refinement</u> |
| Tue Apr 1, 2008 | Critique Surveys |
| Thu Apr 3, 2008 | Chapter 12: Issues in Sampling |
| | <u>Second stage of survey research due in class</u> |
| Tue Apr 8, 2008 | Chapter 13: Issues in Sampling |
| Thu Apr 10, 2008 | Chapter 14 & Chapter 15: Data Analyses |
| Tue Apr 15, 2008 | Cont'd |
| Thu Apr 17, 2008 | Cont'd |
| Tue Apr 22, 2008 | Cont'd |
| Thu Apr 24, 2008 | Cont'd |
| Tue Apr 29, 2008 | Cont'd |
| | <u>Third stage of survey research due in class</u> |
| Thu May 1, 2008 | Cont'd |
| Tue May 6, 2008 | Cont'd |
| Thu May 8, 2008 | Chapter 16: Reporting Results |
| | <u>Fourth & final stage of survey research due in class</u> |
| Tue May 13, 2008 | <u>Test No. 2</u> |