

MARKETNG412-03 Marketing Research

Instructor: Jing Yang
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Classroom: SOM Room 123
Class Times: Tuesday and Thursday 2:30pm – 3:45pm
Office Hours: Tuesday and Thursday 1:30pm – 2:30pm and by appointment
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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)

You are required to bring the textbook to the class.

Course Requirements

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

	Weight
Exam 1	16
Exam 2	16
Exam 3	15
Assignments	20
Research Project*	25
Quizzes	8
Total	100

* Group member peer evaluation will be counted.

The following scale will be used to assign final grades:

A+	97-100	B+	87-89	C+	77-79	D+	67-69
A	93-96	B	83-86	C	73-76	D	60-66
A-	90-92	B-	80-82	C-	70-72	F	below 60

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.

Assignments: Every week you will be assigned homework to be completed outside of class that will support the topic being studied. The assignment questions are posted on SPARK. You must submit the homework on SPARK. In general, such assignments are due each Monday morning by 12pm.

Research Project: Marketing research is best learned by conducting real research project. During the course of the semester, you will work in groups to conduct a research project. The groups will consist of 3 students. Identify a group "leader", who submits work, receives feedback, and is the contact if there are any questions about the assignments. The detailed description of the research project will be posted on SPARK. Everyone is expected to participate in data collection on Nov 4. Your participation will be part of your research project evaluation. The research report is due on Dec 19.

Exams: Three exams will be given. The exams 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.

Quizzes: Five surprise quizzes will be given during the semester. The lowest score will be dropped. These quizzes focus on the material taught on that day. There are no make-ups for these quizzes.

NOTE: PLEASE POWER OFF OR MUTE CELL PHONES. YOU CANNOT TALK, READ NEWSPAPER, EAT, DO THE CROSSWORD PUZZLE, OR DO ANYTHING NOT RELATED TO THE CLASS.

TENTATIVE SCHEDULE

Date	Content / Assignment	Key Activities
Sep 2 Tu	First Day Course Overview Chapter 1: Introduction to Marketing Research	Course organization <i>Video: Ben & Jerry's</i>
Sep 4 Th	Chapter 2&3: Process of Marketing Research	<i>Video: Fisher-Price Rescue Heroes</i>
Sep 9 Tu	Chapter 4: Problem Formulation	<i>Research Project: group member list</i>
Sep 11 Th	Chapter 7&8: Secondary Data	In computer lab G20
Sep 16 Tu	Chapter 5: Exploratory Research	<i>Case 1.2: Telecard.com (pp.72)</i>
Sep 18 Th	Chapter 6: Descriptive & Causal Research Designs	<i>Case 2.4: Chestnut Ridge Country Club (pp.139)</i>
Sep 23 Tu	Chapter 6: Descriptive & Causal Research Designs	<i>Research Project: pick the product</i>
Sep 25 Th	Chapter 9: Collecting Primary Data	
Sep 30 Tu	Exam 1	
Oct 2 Th	Chapter 10&11: Collecting Information by Communication and Observation	
Oct 7 Tu	Chapter 12: Measurement Basics	<i>Video: J.D. Power and Associates</i>
Oct 9 Th	Chapter 13: Measuring Attitudes & Other Variables	
Oct 14 Tu	Columbus Day. Monday class schedule	
Oct 16 Th	Chapter 14: Questionnaire Design	<i>Research Project: Develop questionnaires for research project.</i>
Oct 21 Tu	Chapter 15: Developing the Sampling Plan, Basics of Sampling Distribution	<i>Research Project: Completed questionnaire due in class.</i>
Oct 23 Th	Chapter 16: Determining Sample Size	
Oct 28 Tu	Exam 2	
Oct 30 Th	Chapter 17: Collecting the Data	<i>Case 5.4: Fancher Golf Center (pp.423)</i>
Nov 4 Tu	Data collection	
Nov 6 Th	Chapter 18: Data Analysis Preliminary Steps	In computer lab G20
Nov 11 Tu	Veterans Day, no class	
Nov 12	Chapter 19: Univariate Statistics (pp.447-458)	<i>Video: National Academies Press</i>

Wed		
Nov 13 Th	SPSS Class 1	Introduction to SPSS In computer lab G20
Nov 18 Tu	Chapter 19: Hypothesis Testing, Chi-square test, Z-test (pp.458-468)	
Nov 20 Th	Chapter 20: ANOVA test and Linear regression (pp.490-502)	
Nov 25 Tu	Chapter 20: Cross tabulation (475-481) SPSS Class 2	<i>Case: Movie Attendance 1</i> In computer lab G20
Nov 27 Th	No class. Thanksgiving recess.	
Dec 2 Tu	Chapter 20: Correlation and T tests (pp.482-490, 493-497)	
Dec 4 Th	SPSS Class 3	<i>Case: Movie Attendance 2</i> In computer lab G20
Dec 9 Tu	SPSS Class 4	<i>Case 6.1: Fabhus Inc. (pp.511)</i> In computer lab G20
Dec 11 Th	Chapter 21: Research Reports Work on the project	In computer lab G20
	Exam 3	<i>Research Project: Research report due on Dec 19</i>