

BUS 138 - Market Research Fall 2009
Dr. Steven Silver

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Office Hrs: TR 3:20-4:20; 8:45-10:45 PM and by appointment

TEXTS:

Marketing Research Forth Edition, Hair, J., Bush, R. and Ortinau, McGraw-Hill-Irwin, 2009
Source Readings for an Introduction to Marketing Research, S. Silver (available as a packet from Maple Press, 481 E. San Carlos St.)

COURSE DESCRIPTION:

Research procedures including design, methods of collecting data, sampling methods, and applications of marketing research in the measurement of consumer preferences, data analysis and reporting of results.

LEARNING OBJECTIVES:

1. Introduce student to the basic issues and need for marketing research:
Information to make better business decisions
2. Develop an understanding of various methods of data collection and their appropriateness
3. Acquaint the student with the concept of measurement
4. Acquaint the student with sampling and methods and issues
5. Introduce the student to statistical techniques used in hypothesis testing and analysis
6. Provide practice at “putting it all together” –analyzing data, drawing conclusions, and presenting useful information to marketing decision makers

CLASS CONDUCT:

This course emphasizes group work in a market research exercise. Approximately 50% of class time will be devoted to developing and reporting research exercises, including the questionnaire and the course game. Lecture/Discussion of course content will be planned for approximately 35% of class time. Exams and other projects will account for the remaining 15 % of our meeting time. This is a web supported course (Blackboard). Grades and weekly information will be posted in Blackboard.

EXAMINATIONS:

Three exams are scheduled. The first two exams will consist of about 70 objective (multiple choice) questions. The third exam will consists of approximately 80 questions.

GROUP PROJECT:

Group work is essential to this course. Class members complete a group project that includes hypothesis writing, data collection, hypothesis and reporting.

PARTICIPATION

To make the coursework effective as a learning experience, class members expected to participate in the group project and class discussion. This will be graded.

MAKE-UP EXAMINATIONS:

Provision is not ordinarily made for make-up exams. In extraordinary and verifiable circumstances when students are unable to complete a scheduled exam, a make-up exam (frequently of essay form) will replace the class exam.

GRADING CRITERIA:

The intent of this course is for students to acquire conceptual foundations of marketing research and some experience at implementation in market contexts. Grades are therefore based on assessments of these competencies as calculated from the following weights of the course exams and exercises.

EXAM 1	20%
EXAM 2	25%
EXAM 3	25%
GROUP RESEARCH EXERCISE	20%
CLASS PARTICIPATION	10%

Credit for research exercise includes adequate participation in group work. Participation means that students attend class and do their share of group work. Exam results and relative grade standings of individual scores will be generally provided within the week following the exam. Class members are encouraged to record and track their exam performance.

QUESTIONNAIRE:

Groups will cooperate in collecting, entering, and analyzing data for a relevant questionnaire. We will be doing this over 12 weeks of the semester.

SCHEDULE:

AUGUST 25th
INTRODUCTION AND OVERVIEW OF COURSE OBJECTIVES
Organize Groups

SEPTEMBER 1st
MODULE 1: The Marketing Research Process

Reading

- Text: HBO Ch. 1,2, & 3
- Article: Churchill Reading

Group Project

- Read the document, “study project in market research” in supplementary folder
 - Review the questionnaire to be used by your group.
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SEPTEMBER 8TH

MODULE 2: Research Design, Data Sources, and Hypothesis Generation

Reading

- Text: HBO Ch. 5,6,8 and 9

Group Project

- Read the document, “Generating Hypothesis” in supplementary folder
 - Write 4 Hypothesis for group project
 - Find 4 articles in databases that support each hypothesis
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SEPTEMBER 15TH

MODULE 3: Measurement

Reading

- Text: HBO CH. 11-13
- Article: Alreck and Settle Reading; Rook reading

Group Project

- Distribute questionnaire
 - Turn in Hypothesis and supporting paragraphs
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SEPTEMBER 22TH

EXAM I: HBO CH 1-3, 5,6,8 and 9. Churchill, Alreck and Settle reading; Rook reading

OCTOBER 29TH

MODULE 4: Sampling

Reading

- Text: HBO CH. 10
- Article: Moberg reading

Group Project

- Read the document, “Data entry guidelines” in supplementary folder
 - Begin Data Entry
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OCTOBER 6TH

MODULE 5: Data Analysis I: Coding, Editing, and Organizing Data; Begin descriptive statistics

Reading

- Text: HBO CH. 14
- Article: Ray and Tabor reading; Burke reading and Yankelovich and Meer

Group Project

- Continue and complete data entry.

OCTOBER 13th

MODULE 6: Data Analysis II: Data Reduction, Hypothesis Testing

Reading

- Text: HBO CH. 15 and 16

Group Project

- Read the document: “Data Analysis” in supplementary folder
- Do descriptive statistics and confidence intervals and turn-in a copy of results to instructor

OCTOBER 20th

- EXAM II: HBO CH.10-13, Moberg reading; Ray and Tabor reading; Burke reading and Yankelovich and Meer

OCTOBER 27th

MODULE 7: Data Analysis III: Multivariate Methods

Reading

- Text: HBO CH. 17
- Article: Dev,Morgan and Shoemaker Readings , Arora Reading and Pessimier Readings

Group Project

- Do factor analysis and begin hypothesis testing
- Turn-in copy of factor analysis to instructor

NOVEMBER 3TH

MODULE 8: Preparing and Presenting Market Research Report

Reading

- Text: HBO CH. 18

Group Project

- Finish hypothesis testing and turn-in copy of results to instructor

NOVEMBER 10TH -17th

MODULE 9: Completing and Presenting the Group Project Report

Review the documents: “Study project in market research” and “Data Analysis” for guidelines in preparing and presenting project report

Review the exemplary report

Prepare a draft of the group project report and outline for presentation; distribute complete draft of report and outline to group members and discuss.

NOVEMBER 24TH

Present Project in Class (Can be a pre-recorded video)

Turn-in project report

LAST DAY OF CLASS DECEMBER 10TH

EXAM III: HBO CH. 9 (re-read), 11 (re-read), Pessimier, Dev, Morgan and Shoemaker,
Arora14-18;

Final exam week : Dec 10 to 16th