DEPARTMENT OF MARKETING

COURSE No.  MKTG 6243-10

SEMESTER:  Spring 2015

COURSE TITLE:  Marketing Research

LECTURE:  R 07:10-9:40pm., Duques 359
OFFICE HOURS:  R 04:00-06:00pm. and by appointment

DESCRIPTION/LECTURE:

The marketing research process: designing, conducting and using research studies. Survey and experimental designs. Data analysis with statistical software package. The major perspective used in this course will be the marketing research process. The course can well be described as a project-based course with heavy stress on doing marketing research. Formulation of hypotheses, sources of marketing information (primary and secondary), data collection and analysis are treated in sufficient depth to provide the student with the skills to conduct a marketing research study using both qualitative and quantitative techniques. Attention is also directed to the use of research studies and marketing information systems in the design of marketing programs and strategies. While the course does not focus exclusively on the implications of the latest technology of electronic commerce for marketing research, some discussion of this topic will be provided recognizing that the World Wide Web has greatly expanded our ability to gather data on both business customers and consumers – as has also been demonstrated by the recent discussion of whether Facebook IPO and stock valuation are justified by its potential for generating advertising revenues.

DESCRIPTION/LAB

This laboratory component of the graduate Marketing Research Course is designed mainly to provide students with hands-on experience in analyzing market research data on the computer using a statistical software package. The laboratory will follow the general sequence of topics covered in the other part of the course. The instructor will be available to help students with both their computer work and with any other problems they may have with the statistical
analysis methods and marketing research techniques covered in the
textbook/lectures.

PREREQUISITES: MBAD 6221/6222, & MBAD 6272/6273 or MBAD 6274,
equivalent.

Although students in other MBA “concentrations” in IB, Finance, Mgmt. Sc. etc.
may take Marketing Research as a breadth or elective course, its primary function
is to serve as a “tool” course for students with a Marketing “concentration”.
Both MKTG 6243 and PAD 6295 (Research Methods) should not be taken in a
student’s MPA program. MKTG 6243 should be taken following MBAD
6272/6273, Nature of Markets/Marketing Decisions AND the MBAD 6221/6222
sequence, which are prerequisites.

As noted above, in addition to a basic marketing management course, the
prerequisites include a basic statistics course (e.g., Statistics for Managers).
Familiarity with the computer through an introductory information processing
course (e.g. Information Systems Technology) or other means would also be
helpful.

INSTRUCTOR:

Professor Pradeep A. Rau (See attached Brief Bio)
Funger Hall 301-A Funger Hall
Phone: (202) 994-4989, e-mail: prau@gwu.edu

REQUIRED TEXTBOOKS:

1. Malhotra, Naresh. Marketing Research: An Applied Orientation, Sixth
   Edition (Prentice Hall, 2010)

2. SPSS for 14.0 or later version for Windows (Available with textbook and
   in laboratory)

Other handouts and assignments may be distributed from time to time.

COURSE OBJECTIVES:

The emphasis in this course is on marketing research as an aid to management
decision-making. Accordingly, it is intended for prospective users of research
results, rather than for specialists in research. Nevertheless, the perspective is the
research process and doing marketing research as it is felt that both research users
and future specialists will gain a better understanding of each other’s viewpoints
if both parties are familiar with the basic possible applications. The specific
objectives are to:
1. Develop to participants’ problem analysis skills, and ability to translate a management problem into a feasible research question.

2. Provide participants with a working knowledge of the concepts and methods of marketing research.

3. Increase sensitivity to the biases and limitations of marketing studies and data. This will require a thorough review of the basic statistics involved.

4. Familiarize participants with some of the newer approaches used and to analyze markets, market segments, and demand for products and services.

This course is designed in the belief that one must have done research in a field situation to fully understand the steps in the process of designing a research study that will yield relevant, timely, and accurate information.

Thus, a further objective of the course is to provide experience in applying, research concepts and methods to, a current management problem (preferably involving a real life client).

METHOD OF INSTRUCTION:
--Text and supplementary reading
--Data analysis problem sets for homework
--Term project
--Case(s) to be read for class discussion
(see additional detail on assignments below)

ASSIGNMENTS:

Stat. Lab Homework: A series of assignments in involving the use of statistical software will be given in the Mktg. 6243 Lab segment of the course.

STUDENT EVALUATION: Laboratory Grade 60% (see below)
(Homework & Research Project)
Mid-term and Final 40%
Total - 100%

Grades will be assigned on an A (>90%), A- (>87%), B+ (>85%), B (>80%), B- (>77%), C+ (>75%) and C (>70%) basis.
STATISTICS LAB:

The Laboratory component of the course is graded completely independently of the lecture component. Attendance is required. The Lab grade will be based on homework assignments, in-lab work, and the completion of term project. The grade breakdown is as follows:

- Homework Assignments .......... 40%
- (Three or four)
- Term Project ....................... 50%
- In Class Work ...................... 10%

TERM PROJECTS:

Each student will participate in an individual or group research project effort which will be discussed on the first day of class. Projects will involve the following sequence of activities:

1. Written submission of project topic
2. Approval of topic by instructor
3. Meeting with clients, problem formulation, literature review
4. Submission of preliminary research proposal (see: Research Proposal Outline)
5. Preliminary proposal evaluation by instructor
6. Full proposal development
7. Submission of proposal to instructor and client
8. Execution of project and final report to client/instructor.

The outline for the research proposal is attached.

RESEARCH PROPOSAL OUTLINE

I. Introduction

   A. Page or two briefly introducing the subject and statement of the generalized purpose of the study

   B. A one sentence statement of the specific purpose of the proposed study.

   C. A series of specific "research objectives which clarify your proposed research
D. Implications, applications, and benefits of your proposed research.
E. Limitations of your proposed research

II. Theoretical framework of the Study
A. Discussion of concepts and theory to be used in the proposed study.
B. Enumeration of assumptions of the study—theoretical and empirical.

III. Summary of Literature Pertinent to Topic

IV. Research Methodology
A. Independent variable(s)
B. Dependent variable(s)
C. Population
D. Sampling procedure
E. Research design
F. Method(s) of obtaining data from respondent
G. Data analysis specifications

V. Format for Reporting result of Study

VI. Time, Schedule and Budget

VII. Bibliography

The suggested format and report style guidelines for your final project paper are included in the course handout, which will be distributed at the beginning of the course.
## COURSE OUTLINE

<table>
<thead>
<tr>
<th>Session Date</th>
<th>Lecture Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1. 01/15</td>
<td>Housekeeping and Intro to course Marketing Research &amp; Its Place in Mktg. Mgmt., Defining the Research Process, New Developments – Internet</td>
<td>Chaps. 1,2, Handout Package in Class</td>
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<td>2. 01/22</td>
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<td>3. 01/29</td>
<td>Research Design, Information Needs Secondary Data, Primary Data, Qualitative Research</td>
<td>Chaps. 3,4,5,6</td>
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<td>4. 02/05</td>
<td>Questionnaire Design, Levels of Measurement Basic Data Analysis</td>
<td>Chaps. 8,10,13,14,15</td>
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<td>5. 02/12</td>
<td>Hypothesis Testing, Statistical Analysis</td>
<td>Chaps.15</td>
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<td>6. 02/19</td>
<td><strong>MID-TERM EXAM</strong></td>
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<td>7. 03/05</td>
<td>Mid-Term Exam Review Statistical Analysis (cont.) Sampling and related considerations</td>
<td>Chaps. 15, 16, 17, 11 and 12</td>
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<td>8. 03/09-03/15</td>
<td>Spring Break – No classes</td>
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<tr>
<td>9. 03/19 &amp; 03/26</td>
<td>Scale Construction (Proposal Due) Experimental/Causal Research</td>
<td>Chap. 9</td>
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9. 04/02 & 04/09 Advanced Statistical Applications Chaps. 18, 19, 20, 21

10 04/16 Report Preparation Chaps. 22, 23
    International Marketing Research

11. 04/23 Course Wrap Up – Project Work

13 04/30 Review for Examination

14. Finals Week Final Examination

**MKTG 6243 LAB SCHEDULE – Spring 2015**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tr>
<td>August 30</td>
<td>General introduction, Housekeeping</td>
<td>Handouts in class</td>
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<td>(Thur.)</td>
<td>Hands on session-familiarization</td>
<td>In class work</td>
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<td>With NOVELL network and SPSS Software</td>
<td>creating a data file</td>
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<td>Sept. 06</td>
<td>Levels of Measurement, Descriptive</td>
<td>Assignment 1</td>
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<tr>
<td>(Thur.)</td>
<td>Statistics</td>
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<td>Sept. 13</td>
<td>Frequencies &amp; Associated Statistics</td>
<td>Assignment 1 (Continued)</td>
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<td>(Thur.)</td>
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<td>Sept. 20</td>
<td>Inferential Statistics – Hypothesis</td>
<td>Assignment 2</td>
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<tr>
<td>(Thur.)</td>
<td>testing</td>
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<td>Cross tabulations-both by hand and on</td>
<td>Assignment 2 (continued)</td>
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<td>the computer</td>
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Sept. 27
(Thur.)
Tests of Means & Proportions
(one and two groups)
Assignment 3

Oct. 04
(Thur.)
Sample size considerations
Project work
Confidence Intervals
Assignments 4
Assignment 4
(Continued)

Oct. 11
Oct. 18
& Oct. 25
(Thurs.)
Multiple regression & ANOVA
Other Multivariate Methods
Assignment 5

Nov. 1, Nov. 8, 15, Nov. 29, Dec 6
Project work
(Thurs.)

Note: I am looking forward to MKTG 6243 - Marketing Research as I hope you are too! Please keep me informed of any problems with either the statistical material or the hardware/software. Together, we will figure our way out of the problems!