

Marketing Research

Marketing 462

Fall Semester 2009

Stevenson Hall 220

12:30-1:45pm TR and 3:30-4:45pm TR

Prerequisite: Marketing 360: Introduction to Marketing & IDS 270: Business Statistics I

Instructor: Eugene Fregetto, PhD

Office: UH 2318; Office Hours: 5-7pm Tuesday; Office phone: 312-413-0446

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Required Text: Burns & Bush, *Marketing Research*, Prentice Hall, 5th edition, 2006.
ISBN 0-13-147732-2

Orcher, Lawrence T., *Conducting a Survey, Techniques for a Term Project*, Pyrczak Publishing, 2007, ISBN 1-884585-8.

The Team Learning Assistant Workbook – This workbook is available for purchase via only the Internet. You must purchase access using a credit card, then the professor assigns you to a class and finally a team. Register at www.goteamlearning.com.

Course Philosophy and Objectives

The overall objective of this course is to introduce the student to the role of marketing research within the overall framework of a firm's promotional and marketing mix. It is the instructor's intention that each student understand and appreciate the theoretical and quantitative aspects of marketing research. To this end, students will be equipped with the theoretical, practical, quantitative, and analytical tools that they will apply to a marketing research project that will be presented in both written and oral formats during the end of the semester.

Expectations from Students

1. **Attendance is mandatory.** It is the instructor's belief that regular attendance, together with class preparedness and a willingness to learn and discuss, is the recipe for the successful completion of the course. Therefore, based on a careful monitoring of your attendance, two unexcused absences constitutes grounds for lowering your final grades by one letter grade. It is the student's responsibility to ensure that his/her attendance is correctly marked. It is the instructor's judgment as to when a student arrives so late or leaves so early as to constitute an absence.

2. **Be Prepared.** Students are assumed to have read the assigned chapter for the day prior to attending class

3. **Student Responsibility.** Students are responsible for additional assignments/readings/tests that may be announced in class.

Grading

Test #1 and #2	20%
Final Exam	30%
SPSS Exercises**	5%
Team Workbook Assignments (see attached “Team Learning” Grading)	10%*
Participation: Individual/Team projects, e.g., technology survey project, secondary research. **	10%*
Team Market Research Project/Presentation****	25%*

* Student’s final grade will be based on self-assessment, professor evaluation and peer review.

** Late assignments will not be accepted.

*** One full grade for each day late will be deducted for each of the following sub-requirements as shown on the class schedule, e.g., research proposal (5%), questionnaire drafts (20%), and final paper (75%). Peer evaluation will be used to determine the student’s individual grade for the team project. Final presentations will be video-taped for analysis and grading.

Reports

All reports must be typed, double-spaced, with 12 pt. type size and 1" margins on all sides.

Team Market Research Project

It is hoped and expected that your group project will be the fruit of a collective, harmonious, and mutually beneficial effort by all members of the group. ***To ensure this, each member of the group will must submit, along with the group’s final paper, a two-page (it can be longer) individual report that details the student’s individual contribution to the marketing research project.*** Failure to submit the report will result in a one-grade reduction in the student’s individual grade for the team project. Members will also evaluate their peers in terms of their input to the collective effort in areas such as preparedness, assumption of responsibilities, and attendance to group meetings. A student’s final individual grade may vary among group members based on the above and other relevant considerations.

Background:

Your group has just started a market research business, and a firm has retained it to recommend how they should modify their marketing mix to meet the needs of a changing marketplace. In addition to developing, administering, and analyzing a questionnaire that addresses a key marketing problem, your client expects your written report to include the following items:

Clearly formulate the marketing research problem. (See Insight 4.4 on page 103)

Identify which segments of the market the firm is presently targeting. (Secondary research)

Describe how the marketing mix is presently being deployed. (Secondary research)

Perform a SWOT analysis. (Secondary research)

Describe their customer’s demographic and psychographic profile. (Secondary research)

Provide details of your research design including questionnaire development.

Make final written report. (Chapter 20)

Each team is required to identify a client for their marketing research project.

QUESTIONNAIRE: Your questionnaire must have 35 questions (minimum) and the majority of the questions must use a 5-point or 7-point Likert scale. In addition, your questionnaire should ask 3 to 5 demographics or life-style questions. You need to collect 75-100 questionnaires.

General Examples of Market Research Projects	
Type of Firm¹	Marketing Problem
University	Web-based versus traditional education. How much to invest and when?
Apparel Manufacturer	Will the next generation of college students demand different styles and type of clothing?
Auto Manufacturer	Which are the most salient design elements to the first time new automobile buyer?
National Brand Manufacturer (any product)	Perform a competitive brand analysis
Television Network	How is the Internet changing people's television viewing habits?

Note #1 - Any draft or final report that lacks appropriate comprehensive secondary research or fails to use appropriate marketing, management, and/or financial models in the analysis of your client will be reduced a minimum of one full letter grade. If there is very little secondary research or use of models in a draft or final report, a failing grade may be given.

Note #2 - No team should finalize their paper prior to their presentation, because discussions during and after their presentation will identify the need for additional edits and/or revisions that are expected to appear in the final paper.

¹*Select a firm that you can find published information about or a local firm where you may know the owner and can get detailed information about the firm.*

Team Assignment

Class Technology Survey Project

Educators have long recognized the value of learning through experience. The application of marketing research concepts and principles is especially vital to learning how to do marketing research as well as learning the many challenges that face the researcher. At the beginning of class you will be given a questionnaire regarding your use of technology. This questionnaire along with its data set will be used to apply marketing research concepts and principles. Following are six assignments that each team will be expected to answer and be prepared to discuss in class:

Tech Survey (1) Provide your team's thoughts, opinions, and ideas regarding the questionnaire. Be sure to clearly number each thought, opinion and idea, e.g., (1), (2), (3) (1page) **and** re-write ten questions with the intent of improving the questions.

Tech Survey (2) Identify ten relationships that your team believes exists between two variables represented by the questions. Be sure to identify the questions and explain the basis for your reasoning. Following are two examples:

- a. Students who are disorganized and careless (v33h) will not find it easy to obtain help from friends and classmates about their computer (v16).
 - i. Rationale: It is difficult for anyone to help disorganized and careless people. In addition, it is unlikely that disorganized and careless people will take the time to ask for help.
- b. We will find that both genders (v3) will use the computer the same amount of time for completing their college work (v6)
 - i. Rationale: Both genders are equally motivated to use the best available tools to excel in the course, and we will find that highly motivated males and females will be highly likely to use a computer for completing their college work as we will find that males and females who have very low motivation will both use the computer a lot less than the highly motivated students.

Tech Survey (3) Calculate the mean and standard deviation and/or the frequently distribution for all the variables. Provide a printout of the results and discuss 10 variables that you find interesting and/or informative. Be sure to explain why you find those variables interesting or informative.

Tech Survey (4) Use the data set to test the relationships you identified in (2) above as well as other relationships identified by your professor. Explain your findings regarding each relationship and write a one-page conclusion of your analysis of these 12 relationships.

Tech Survey (5) Identify the questions that your team believes measures a dependent variable and explain why your team believes it is a possible dependent variable. Your team must identify two potential dependent variables. In addition, your team must identify at least five independent variables that explain the variance in the dependent variables your team identified. Following is one example:

- c. Dependent variable: v10 – The computer technology provided (by UIC) makes it convenient for me to complete course assignments.
- d. Independent variables: Following are the variables that will help explain the students' opinion (attitude) regarding the helpfulness of UIC-provided technology:
 - i. v12 – When I am on campus, the campus network provided a reliable connection for academic work,
 - ii. v4 – number of hours the student works per week,
 - iii. v6 - how often the student uses the computer for completing college work.
 - iv. v31e – how open the student is to new experiences.
 - v. v3 – gender

Tech Survey (6) Test the above relationships and provide an analysis of your findings.

Date	Topic and Required Readings	Assignments
See separate schedule for <i>Team Workbook Assignments</i>		
8/25	Preparing a Research Proposal; <i>Conducting a Survey</i> .	
8/27	Introduction to Marketing Research (Ch 1)	Initial Group Formation
9/1	The Marketing Research Process (Ch 2) Defining the Problem and Determining Research Objectives (Ch 4)	(1) Each student must submit a research topic in accordance with Ch 2 of <i>Conducting a Survey</i> .(Student) (2) Finalize Groups
9/3	Defining the Problem and Determining Research Objectives (Ch 4)	Submit Team Research Topic in accordance with Ch 2 of <i>Conducting a Survey</i> .
9/8	Research Design (Ch 5)	Submit Team Research Proposal in accordance with Appendix A of <i>Conducting a Survey</i> .
9/10	Survey Data Collection Methods (Ch 9) Measurement in Marketing Research (Ch 10)	Tech Survey (1) Team
9/15	Designing Data Collection Forms ((Ch 11)	
9/17	Review SPSS and Qualtics	Student's Research Report (Student)
9/22	Test #1 – Chapters 1, 2, 4, 5, 9, 10	
9/24	Review SPSS	1 st Draft Questionnaire Team
9/29	Data Collection in the Field, Nonresponse Error, and Questionnaire Screening (Ch 14) Basic Data Analysis: Descriptive Statistics (CH 15)	(1) SPSS Exercise #1 (Student) (2) Tech Survey (2) Team
10/1	Team Working Session	
10/6	Generalizing a Sample's Findings to Its Population and Testing Hypotheses About Percents & Means (CH 16) Class in Computer Lab SCE 408	Tech Survey (3) Team
10/8	Test #2 – Chapters 11, 14, 15, 16	
10/13	Testing for Differences Between Two Groups (CH 17) Class in Computer Lab SCE 408	2 nd Draft Questionnaire Team
10/15	Class in Computer Lab SCE 408 (not the 12:30pm class)	
10/20	Testing for Differences Between Two Groups (CH 17) Determining and Interpreting Associations Among Variables (CH 18)	Tech Survey (4) Team
10/22	Predictive Analysis in Marketing Research (CH 19)	
10/27	Observation, Focus Groups, and Other Qualitative Methods (CH 8) Determining the Sample Plan (Ch 12)	SPSS Exercise #2 (Student)
10/29	Determining the Sample Plan (Ch 12)	Tech Survey (5) Team
11/3	Determining the Size of a Sample (Ch 13)	
11/5	The Marketing Research Industry (Ch 3)	Tech Survey (6) Team
11/10	Secondary Data and Online Information Databases (CH 6) Class in Computer Lab SCE 408	
11/12	Standardized Information Sources (Ch 7) Class in Computer Lab SCE 408	

11/17	<i>Team Working Session</i>	
11/19	Presentations ² or finish course material	
11/24	Presentations ² or finish course material	(1) Submit PowerPoint slides prior to presentation (2) Submit Student's Individual Contribution Report
11/26	Thanksgiving Holiday – No class	
12/1	Presentations ²	
12/3	Presentations ²	
12/7-11	Finals Week <i>Final Exam</i>	Final Group Project paper is due Tuesday, December 8, 2009.

This outline is subject to change during the semester. Changes will be announced in class and/or via e-mail or posted on Blackboard.

All students are responsible for making the changes to their class outline.

CLASS POLICIES AND NOTES

1. A comprehensive makeup examination will be scheduled for those students with EXCUSED absences from interim examinations. Excused absences are allowed for family deaths, serious personal illness, or other situations that are beyond the student's control.
2. NO CREDIT will be awarded for exercises/projects TURNED IN LATE
3. Attend class. Habitual absences will be noted through attendance checks.
4. Full credit will not be automatic on assignments turned in for points. NEATNESS, CLARITY, COMPLETENESS, AND PROFESSIONALISM will be considered. Students must use full and proper sentence structure for all their written assignments submitted individually or as part of a team.
5. Chapters will be discussed in the order shown in the Course Outline. However, the dates may vary depending on the related class discussion and activities.

² No team should finalize their paper prior to their presentation, because discussions during and after their presentation will identify the need for additional edits and/or revisions that are expected to appear in the final paper.