

University of Notre Dame

Mendoza College of Business

MARK 70100: MARKETING RESEARCH

Spring 2008

Class time: 1:00 – 2:50 p.m.

Classroom: Mendoza 160

Office Hours: T – Th 3:00 – 5:00 p.m.
and by appointment

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Course Objectives

Business is the art and science of decision-making under uncertainty. This course is a managerial introduction to marketing research that examines how additional information can be obtained and how to incorporate that information into decision-making. The role of "uncertainty" will be highlighted throughout the course and how marketing research can decrease *or* increase the amount of uncertainty facing the decision maker.

The specific objectives of the course are:

1. To provide a basic understanding of research methodology and its implementation in marketing.
2. To produce an appreciation and understanding of the marketing manager's use of information in decision making.
3. To provide an overview of research terminology and methodology, including the use of statistics in marketing research

The course will provide hands-on experience doing statistical analysis using SPSS as a means of illustrating how uncertainty can be quantified, and as a bridge to discuss and introduce the more advanced statistical techniques that are commonplace in marketing research. Although supplementary material will be available, it would be helpful if students had previous exposure to SPSS or some other statistical package.

Optional Text

Churchill, Gilbert A. Jr. and Dawn Iacobucci (2005) Marketing Research: Methodological Foundations, Thomson, South-Western publishers.

Teaching Method

The course uses one of the standard texts in marketing research and lectures will provide an introduction to the basic terminology and methodology. Additional readings will also be distributed or made available on-line. Although the course will follow the text, topics will be discussed using case studies selected to highlight substantive areas in marketing and complement other coursework. The cases include: customer satisfaction, brand positioning, market segmentation, and marketing-mix/promotions research. Each of the cases will involve problem definition, a discussion of alternative research designs, actual data analysis, and a written report summarizing the analysis. While most of the slides used in the lectures will be made available to students, there is no implicit contract that the instructor will make all the slides available.

Course Evaluation

Grades are based on the following components:

Midterm exam	15%
Final exam	40%
Homework	35%
Participation	10%

A brief description of each component follows. Specific details will be discussed in class.

Midterm Exam - the purpose of the midterm is to force you to review the first half of the class. It will consist of multiple choice, short answer, and other miscellaneous-type questions based on lecture notes, class discussion, homework, hand-outs, and the text. Each student will be allowed a single page of 8 ½ “ x 11” paper with formulas, definitions, etc. to use during the midterm exam.

Final Exam- the purpose of the final exam is to force you to review the whole course. Since the course and the market research process are cumulative, alas, so is the final exam. It will be like the midterm except it will be longer and therefore more stressful. Each student will be allowed two pages of 8 ½ “ x 11” paper with formulas, definitions, etc. to use during the final exam.

Homework – there will be several homework assignments during the semester. These will consist of data analysis using SPSS and answering statistical and managerial questions about the analysis. Students may work together to obtain the computer based analysis, but each student is expected to produce his/her own analysis and output. Students may not work together on answering the written portions of the homework assignments.

Participation – Your active participation in class will enhance everyone's learning experience. The participation grade will be a composite of your contribution to class discussions, attendance, e-mail etiquette, and use of office hours/one-on-one meetings. Missing two or more classes (for any reason) will result in a 0 for participation.

Because this course relies heavily on what you've learned in past classes (e.g. statistics, quantitative analysis), you are likely to find that you need some help at some point. The best place to get help is to ask a question in class, the second best way is to come see me during office hours or set-up a one-on-one appointment. I'm happy to help you remember some of the material you covered in previous classes or to show you how to do something in SPSS or Excel.

Other

All exam dates and homework due dates are noted on the Course Outline. Please make note of these dates and plan your semester accordingly. Note in particular that there will be a final exam in this class and it will be given during the final exam period. With a valid written excuse, missed exams or homework will be dealt with on an individual basis; there is virtually no valid reason for missing the final. Without a valid written excuse, missed exams or homework assignments will result in a grade of 0 for that assignment. Job interviews or other job related activities are not a valid reason for missing assignments or exams.

Students are encouraged to e-mail the instructor with simple questions of clarification, to set-up appointments, etc. However, e-mail should not be seen as an alternative to class participation, asking questions after class, or meeting during office hours. Not all questions can be effectively answered by e-mail. The instructor reserves the right to respond to any e-mail by suggesting a one-on-one meeting, or addressing the question during the next class session.

Course Outline
(Subject to change)

Week	Date	Topic 1	Topic 2	Reading	Other
1 - 1	14-Jan	Intro to course/Mkt research	Problem formulation	Ch 1 - 3	
1 - 2	16-Jan	Types of research design	Primary data collection	Ch 4, 5, & 8	
2 - 1	21-Jan	Intro to Cust Sat	Questionnaire design	Handouts, Ch 9	
2 - 2	23-Jan	Measurement/Scaling	Hypothesis testing	Ch 10, 15A, 16	Hand out HW#1
3 - 1	28-Jan	Hypothesis testing	Sampling/Sample size	Ch 11, 12	
3 - 2	30-Jan	Correlation/Regression		Ch 17	HW #1 due, Hand out HW #2
4 - 1	4-Feb	In-Class Quiz	Mkt Segmentation	Handouts	
4 - 2	6-Feb	Frequencies/Cross tabs	Cluster Analysis	Ch 14, 15, parts of Ch 18	HW #2 Due; Hand out HW #3
5 - 1	11-Feb	Brand Positioning	Factor Analysis/PCA	Parts of Ch 18	
5 - 2	13-Feb	Introduce HW #4	PCA Example/application		HW #3 Due; Hand out HW #4
6 - 1	18-Feb	Secondary Data Mkt mix/Scanner Data	Bayes I	Ch 7	Hand out HW #5
6 - 2	20-Feb	Bayes II	Bayes III		HW #4 due, Hand out practice problems
7 - 1	25-Feb	Review Homework & Practice Problems	Course Review		HW #5 due
7 - 2	28-Feb	Final Exam			

Chapter numbers relate to the Churchill and Iacobucci text.