

**PEPPERDINE UNIVERSITY**  
**THE GEORGE L. GRAZIADIO**  
**SCHOOL OF BUSINESS AND MANAGEMENT**

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**Dr: Freddy Lee**

**MBAM 645**

**Marketing Research**

**Malibu Campus**

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**SYLLABUS**

## **Marketing Research** **MBAM 645**

### **Malibu:**

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### **Introduction**

This course focuses on understanding the process and outputs of Marketing Research (MR) as well as its applications. After taking this course, students will be able to implement a complete cycle of MR including problem formulation, research design, data collection, data analysis, interpretation, and results reporting.

### **Course Description**

Realizing that the purpose of research is to improve managerial decision making, this course will provide the student with the understanding and tools needed to design and implement a marketing research program. Beginning with establishing research objectives, it continues by examining the design of research projects, sampling methodology, and data collection. Finally, students learn to secure secondary and primary data, analyze it, and report research findings in a manner useful to managers for decision making.

### **Course Objectives**

- Learn the motivation and significance of marketing research
- To be able to plan and execute a research program
- To be able to report useful findings from research studies

### **PREREQUISITES**

MBAM 593 Applied Data Analysis or equivalent, MBAM 603 Information Resources and Technology, and MBAM 605 Marketing Management or MBAM 615 Marketing.

### **TEXT**

Required: Burns, Alvin C. and Ronald F. Bush (2004), *Marketing Research: Online Research Applications*, 5<sup>th</sup> edition, 0132280353, Pearson Education International.

## GRADING

### **Class Participation – 10%**

This will be mainly evaluated by your contribution to various in-class discussions. Remember however, all the participations will be appreciated only if they are related to and helpful for our learning process of MR. Class attendance is mandatory. Your class participation score will be severely penalized in case of absence unless it is due to urgent matters (e.g., medical emergency). Students who are absent from two or more classes without providing reasonable explanations will be graded F.

### **In-class Quizzes - 50%**

There will be five- in-class and open-book quizzes, one every week. These 30-minute quizzes will cover various topics discussed throughout the class. Students should be able to show their understanding and knowledge on MR by answering several multiple-choice.

### **Group Project - 40%**

A main objective of this assignment is to let students be exposed to the whole process of MR by conducting a small but real research project. Students are expected to work in groups of FOUR or FIVE. Each group should submit its one-page company profile by the start of 3rd week. The profile should contain the information on: (1) company (group) name, (2) member list, (3) mission statement, and (4) company slogan.

### **Top 25% A, Next 25% A-, Next 25% B+, Bottom 25% B**

There are various topics students can work on. Here are some examples from the past class.

- Segmentation of beer consumers in Los Angeles for a beer retailer
- Study on listener's listening habits and preferences for a radio channel
- Promotion strategy for a restaurant
- Evaluating the characteristics of potential customers for a consulting firm
- The relationship between current perception and repeat purchase behavior of a laptop brand
- Target market analysis for a Thai restaurant
- Receptiveness of a premium social club
- Uncovering reasons for declining sales for a clothing manufacturer
- A shoes store's key competitors and its strengths and weaknesses
- Revamping a fast food franchise
- Positioning and distribution of a flavored tequila brand
- Understanding consumers of a magazine
- Customers' preferences and wants for a hair studio or tanning studio

As in the above examples, any marketing problems covered in previous marketing classes can be investigated, and any organization that serves a group of customers could be possible clients. Students may try to contact brick-and-mortar small businesses (e.g., restaurants), dot-com companies, or even non-profit campus organizations (e.g., student clubs).

**CAUTION: Students should not use Pepperdine's symbols and logotypes in publicly opened questionnaires or any other materials to make the project look like an "official" pepperdine research project. It should be clearly stated that the project is conducted by a student group as a class exercise.**

## Conduct

*The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.*

*The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:*

- *Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.*
- *Forgery, alteration, or misuse of University documents, records, or identification.*
- *Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.*
- *Interference with the academic or administrative process of the University or any of the approved activities.*
- *Otherwise unprotected behavior that disrupts the classroom environment.*
- *Theft or damage to property.*
- *Violation of civil or criminal codes of local, state, or federal governments.*
- *Unauthorized use of or entry into University facilities.*
- *Violation of any stated policies or regulations governing student relationships to the University.*

*Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:*

- Dismissal** – *separation of the student from the University on a permanent basis.*  
**Suspension** – *separation of the student from the University for a specified length of time.*  
**Probation** – *status of the student indicating that the relationship with the University is tenuous and that the student's records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student's privileges may accompany probation."*

## Policy on Disabilities

### *Assistance for Students with Disabilities*

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: <http://www.pepperdine.edu/disabilityservices/>.

## Schedule of Classes

<u>Date</u>	<u>Topics</u>	<u>Readings</u>	<u>Quizzes</u>
Week 1	Introduction MR Process Decision Problem vs Research Question Research Design Group project discussion	Chp 1, 2, 4, 5	
Week 2	Secondary Data Data Collection Methods Group project discussion/in class exercise	Chp 6, 7, 8, 9	Week 1 Quiz
Week 3	Measurement and Scaling Questionnaire design and Sampling Group project discussion/in class exercise <b><u>RESEARCH PROPOSAL DUE</u></b>	Chp 10, 11,12,13	Week 2 Quiz
Week 4	Descriptive Statistics Group project discussion/in class exercise <b><u>SURVEY DUE</u></b>	Chp 15, 16	Week 3 Quiz
Week 5	Group Difference Associations among variables Group project discussion/in class exercise <b><u>DATA DUE</u></b>	Chp 17, 18	Week 4 Quiz
Week 6	Regression Group project discussion/in class exercise	Chp 19	Week 5 Quiz
Week 7	Presentations <b><u>Submission of Hard copy of project</u></b>		