



The School of Business & Technology

Course Syllabus

Course	MRKT 5970 Marketing Research	
Term	Fall I 2009 updated	
Instructor	Name: Vince V. Vandehaar, MBA Phone: (913) 302-7264 cell ; 913-764-1344 (h) Email: vmlvandehaar@aol.com or vandehaa@webster.edu	
Catalog Description	Students examine the application of research in gathering and analyzing market information to forecast measure and control marketing activities. Problem formulation, procedures of research techniques, and application of tools and models to improve marketing decisions are covered in depth. Attention is given to techniques and criteria from identifying and selecting markets, and the usefulness of marketing research information to marketing managers is evaluated. The course is presented from the viewpoint of a consumer of marketing research rather than a practitioner of marketing research.	
Prerequisites	Graduate level standing. Must have successfully completed MRKT 5000 - Marketing and MRKT 5890 - Marketing Statistics or their equivalents	
Course Level Learning Outcomes	OUTCOME	EXPECTATION
	1) Explain the marketing research process and its role in the decision making processes of a business.	Provides overview of market/business information sources and identifies components of information necessary to aid in solving marketing problems.
	2) Explain these key aspects of marketing research: a) Research objectives b) Research design c) Data collection procedures d) Data analysis techniques e) Interpretation of research results	Provides in-depth overview of methodological foundations (mail, phone, 1 on 1 interview, focus groups, web and panels), survey design, data collection, data sources and sampling methods.
	3) Explain how marketing research studies are conducted so that the students may become better consumers and practitioners of marketing research in professional careers.	Provides students an understanding of how to work with market/media research vendors. Review MR careers
	4) Be able to provide the necessary statistical tools to analyze data from marketing research studies.	Provides an overview of how to turn volumes of marketing information into specific marketing intelligence. Provides overview of necessary Marketing Research Stat testing.

	5) Be able to identify the all of the information that is needed to build a complete marketing plan/.	Apply primary and secondary research findings. Recommend appropriate MR methods.
	6) Have developed the necessary skills to give oral presentations through case analyses and marketing research proposal presentations	Provides students an opportunity to present marketing research findings to business leaders.

Materials **Marketing Research, 8th edition, ISBN: 13 978-0470-08702-2** Book Order 1 800 225-5945

Grading

Two individual cases (Harvard business format), Group case report (written and oral presentation), Class participation / class contribution, and Final (Individual case prepared in-class)

Specific grading items as follows:

Activities	Number	Pts/Unit	Total Pts	%
-Individual Cases	2	60	120	40%
-Group (TEAM) Case Reports				
a. presentation	1	25		
b. written report		50	75	25%
-Final	1	75	75	25%
Class Participation			30	10%
			<u>300pts</u>	100%

Individual grades (or points) for group case projects will be the same as the grade given for group case reports and presentations: i.e., each individual will share equally in the grading results from the report and its presentation. Group presentation grade will reflect professional delivery and be reviewed regarding a) energy, b) organization and c) relevance.

There will be no exams or quizzes given in this course. **It should be noted that assigned cases or reports will not be accepted after the class period in which they are due unless prior arrangements have been made with the instructor. There will be no extra credit available in this class.**

POINTS	GRADES	PERCENTAGE
276-300	A	92-100%
249-275	B	83-91%
222-248	C	74-82%

Activities

- Reading assignments, Case assignments, Discussion and lecture
- Presentation

Students examine the application of research in gathering and analyzing market information to forecast measure and control marketing activities. Actual marketing/media cases will be analyzed. Problem formulation, procedures of research techniques, and application of tools and models to improve marketing decisions are covered in depth. Attention is given to techniques and criteria for identifying and selecting markets, and the usefulness of marketing research information to marketing managers is evaluated. Scheduled readings, class preparations and assignments, lectures, discussions, student presentations, and exams. Reading to be completed prior to class meeting.

	<p>Written Communication: Each written case will be typed SINGLE SPACE, with the following format: <i>I. Situation (4 P's plus Service), II. Marketing Problem/Opportunity, III. Marketing Research Alternatives (3) and IV. MR Recommendation.</i> Appropriate margins are to be used with a minimum of 6 pages per case study. Any references used are to be identified in the body of the material using a number, e.g., <u>1</u>/<u>2</u>/<u>3</u>, etc., and a numbered bibliography presented at the end of the report.</p>
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p>Student Assignments Retained From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p>Contact Hours for this Course It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>Classroom Environment: Recognizing the perspective, the objectives and the content outlined for this course, the classroom environment that will prevail is intended to encourage individual</p>

- involvement, participation and contribution within the following parameters:
1. Through interchange (discussion, and the sharing of knowledge, experiences, opinions and ideas) along with constructive controversy, analytical skills are sharpened, judgment improved and conceptual skills enhanced.
 2. The recognition that each individual bears the burden or responsibility to not only maximize his or her learning experiences from this course, but the responsibility for contributing to the learning experiences of others as well.
 3. Individual preparation is a pre-requisite to optimizing the learning output from class discussions.

Attendance: As discussed in previous sections, class participation and contribution is an integral part of this course. Also, material will be presented and covered in lectures. Text assignments will be crucial to assignment performance. **Recognizing this, individual attendance becomes a deciding factor in achieving the benefits from this course and can influence the final grade... especially in those instances where an individual is on the borderline between two grades.**

Weekly Schedule

The schedule below presents an approximate expectation of course progress. The instructor reserves the right to add, delete, or modify any weeks of this schedule.		
Session	Topic and Chapter	Assignment
1	Introduction and overview of class. Review of syllabus, assignments and other requirements. Discuss role of marketing research and objectives of marketing/media research in today's business world.	Read: Text Chapters 1-3
2	Data collection methods-review sources of marketing/media data and information collection methods. Discuss the best primary and secondary research sources. Review planning a marketing/media research project and identify needed data sources. Review new product research steps.	Read: Text Chapters 4-6 (TEAM proposal due by end of class.)
3	Questionnaire design and attitude measurement. Focus on layout content and rating scales for effective questionnaires. We will discuss in class individual cases due.	Read: Text Chapters 7-8 (Case #1 due).
4	Interviewing techniques and experimentation as related to solving marketing problems and research brand position. Also, data preparation and summation of finding will be discussed.	Read: Text Chapters 9-10
5	Review of research applications for positioning and segmentation from week 4. Review MIS database management.	Read: Text Chapters 11-12
6	Review sampling fundamentals/sample size theory. Review probability and analysis of data. Start overview of advertising/promotion research.	Read: Text Chapters 13-14 (Case #2 due).

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Additional Information	None									