

Marketing Research

Marketing 462

Fall Semester 2012

Prerequisite: Marketing 360: Introduction to Marketing & IDS 270: Business Statistics I
Instructor: Eugene Fregetto, PhD, Clinical Associate Professor of Marketing
Office: UH 2318; Office Hours: by appointment; Office phone: 312-413-0446
E-mail: fregetto@uic.edu (Do not send attachments & **do not e-mail homework.**)
- All individual and group assignments to be submitted via Blackboard.

Required Books: Cooper and Schindler, Business Research Methods, 11th edition, 2011.
ISBN 978-0-07-337370-6

Orcher, Lawrence T., *Conducting a Survey, Techniques for a Term Project*, Pyczak Publishing, 2007, ISBN 1-884585-72-8.

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 appreciation 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

Tests during the semester	15%
Chapter Practice Tests	5%
Final Exam	30%
Individual Assignments	10%
Team Blog participation	5%
Class participation and four Team Assignments	10%
Team Market Research Project (Note 1)	25%

Late Assignments posted on Blackboard will be given no credit.

Note 1: Market Research Report grading detail: Research proposal (5%); 1st Draft Research Report (5%), 2nd Draft Research Report (10%) and final paper with presentation (80%). 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.

Team Market Research Project

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)

QUESTIONNAIRE: Your questionnaire must have 40 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 Firm ¹	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?

¹Select 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.

Date	Class Topics and Required Readings
Note: (1) All assignment must be posted on Blackboard by the due date shown on Blackboard. Students are also required to submit a hard copy in class as noted on Blackboard. (2) All “Team Working Records” are <u>listed on Blackboard</u>, and all assignments must be posted on Blackboard.	
8/28	Research in Business (Chp 1) Preparing a Research Proposal; <i>Conducting a Survey</i> .
8/30	Thinking Like a Researcher (Chp 3) How the Research Industry Works (Appendix 1a)
9/4	The Research Process: An Overview (Chp 4)
9/6	Clarifying the Research Question through Secondary Data and Exploration (Chp 5) Bibliographic Database Searches (Appendix 5a)
9/11	Review SPSS and Qualtrics
9/13	Research Design: An Overview (Chp 6) Qualitative Research (Chp 7)
9/18	Experiments (Chp 9)
9/20	Surveys (Chp 10)
9/25	Measurement (Chp 11) – <u>core concepts</u> Measurement Scales (Chp 12) - <u>core concepts</u>
9/27	Questionnaires and Instruments (Chp 13) Crafting Effective Measurement Questions (Appendix 13a)
10/2	<i>Sampling Distribution and Basic Statistical Analysis Overview</i>
10/4	Sampling (Chp 14) Determining Sample Size (Appendix 14a)
10/9	Team Working Day
10/11	Data Preparation and Description (Chp 15) Describing Data Statistically (Appendix 15a) Exploring, Displaying, and Examining Data (Chp 16)
10/16	Team Working Day
10/18	Hypothesis Testing (Chp 17) <selected methods>
10/23	Measures of Association (Chp 18) <selected methods>
10/25	Measures of Association (Chp 18) <selected methods>
10/30	Multivariate Analysis: An Overview (Chp 19) <selected methods>
11/1	Multivariate Analysis: An Overview (Chp 19) <selected methods>
11/6	<i>Review: Sampling Distribution, Basic Statistical Analysis, & Chps 15-19 Overview</i>
11/8	Preparing Insights and Findings: Written Reports (Chp 20)
11/13	Presenting Insights and Findings: Oral Presentations (Chp 21)
11/15	Ethics in Business Research (Chp 2); Observation Studies (Chp 8)
11/20	Team Working Day
11/22	<i>Thanksgiving</i>
11/27	Presentations or finish course material
11/29	Presentations or finish course material
12/4	Presentations
12/6	Presentations
	<u>Finals Week: In-class Final Exam</u>

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

Individual Assignments	
Building Your Team	Completion Date
Self-enroll in a Team on Blackboard	Complete by 9/30/2012
Post Personal Calendar	
Let Me Introduce Myself	
My Team Skills	
Team Contract – Post PDF & signed	
Online Questionnaire Development & Analysis	Completion Date
Confirm your Qualtrics account	As soon as notified by CBA
Post your individual research question	9/4
Create a questionnaire online with a cover letter and five questions (minimum)	
Post link to Qualtrics Questionnaire on Blkbd	9/13
Obtain 10 responses (minimum)	
Create a PDF Report using Qualtrics; Post on Blkbd	9/25
Post a paper that discusses your questionnaire and findings	9/30
Refine your questionnaire and expand to ten questions (minimum)	
Post link to revised Qualtrics Questionnaire on Blkbd	10/20
Obtain 30 responses	
Create a PDF Report using Qualtrics; Post on Blkbd	10/30
Post a paper that discusses your revised questionnaire and findings	11/5
Data Analysis Using SPSS	Completion Date
Data Set Analysis #1 using “College Life” data set	9/15
Data Set Analysis #2 using “College Life” data set	9/30
Data Set Analysis #3 using “College Life” data set	10/15
Data Set Analysis #4 using “College Life” data set	10/31
Data Set Analysis #5 using “College Life” data set	11/15
Case Discussion	Completion Date
A Gem Study	9/20
Catalyst for Women in Financial Services	10/25

Research Team Assignments	
Team Research Question	9/11
Identify client: provide profile and rationale	9/15
Research Proposal	9/20
Secondary Research Report	10/2
1 st Draft Research Report	10/15
2 nd Draft Research Report	11/1
Post PowerPoint Slides of research presentation	24 hours prior to presentation
Post final paper	12/9
Team Blog – Discussion of team’s research project	continuous

Practice Tests, Tests During Semester, and Final Exam					
Dates Available	9/18/2012	10/8/2012	11/1/2012	11/15/2012	12/7/2012
Practice Tests	1,3,4,5	6,7,9,10	11,12,13,14	5,16,17,18	19,20,21,2,8,
Tests During Semester	Test #1 – Mid-September, Online	Test #2 Mid-October, Online	Test #3 – Early November, Online		Final Exam – In-class during Finals Week

Disability Services Notification

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

Understanding the Student Conduct Process

What is it?

The Student Disciplinary Policy is the University's process to handle allegations of misconduct by UIC Students. The Student Disciplinary Policy addresses both academic misconduct (such as plagiarism, cheating, or grade tampering) and behavioral misconduct (such as theft, assault, under-age drinking, and drug-use.)

The main purpose of the Student Disciplinary Policy is to insure that students receive due process - which means that every student should have a fair opportunity to express their side of the story before any decisions are made about their disciplinary case. The Student Disciplinary Policy was designed to be educational in nature.

How It Works

When a complaint is filed about a student, a Referral Review Committee will evaluate academic cases and behavioral misconduct cases are reviewed by the Dean of Students in Student Affairs. The Referral Review Committee is made up of at least one faculty and student representative from the UIC Senate and a representative from the student's college. Neither the complainant nor the student are present, but the student is welcome to submit a statement to either the committee or the Dean of Students to be included with their case.

After a case has been reviewed, a decision is made on a number of possible options including that a hearing be held. If a case is sent to a formal hearing, the student will be notified as soon as possible. On the day of the hearing, both the complainant and the student are present to discuss the case with a hearing panel. Hearing panels will include faculty, staff and/or student representatives.

Once the case has been heard, the panel will decide if the student is responsible for the charges and, if so, what types of sanctions are appropriate.

Students found responsible for misconduct are given the option to file an appeal. Grounds for appeal are listed in the Student Disciplinary Policy.