## COX 4117 MARKETING RESEARCH (3 CU)

**Course Description:**

This course concerns the use of marketing research as an aid to making marketing decisions. Specifically, this course addresses how the information used to make marketing decisions is gathered and analyzed. Accordingly, this course is appropriate for both prospective users of research results and prospective marketing researchers.

**Course Objectives :**

* Describe the marketing research process
* Assess the marketing information systems
* Examine the marketing research problems and solutions
* Carryout marketing research forecast for the business.
* Should be able to translate a marketing problem into a feasible research question;

Learning Outcomes:

* Should be able to appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding stage(s);
* Should have a thorough understanding of the strengths and weaknesses of alternative research designs;
* Should be aware of the many sources of marketing information and have some knowledge of the various means for gathering such information;
* Should be more sensitive to the biases and limitations of marketing data and data analysis;
* Should have a general understanding of uni-variate and multivariate data analysis techniques (i.e., should be able to decide when a particular technique is appropriate and understand the managerial implications of analytical results); and
* Should be able to design and execute a basic survey research project.
* Develop a marketing research report.

**Intellectual, Practical and Transferable Skills**

Problem solving, analytical skills, team work and communications skills, practical

**Teaching and Learning Pattern**

Extensive use of case studies, keynote lectures and student-led seminar presentations

**Indicative Content**

An introduction to the marketing system, its foundations and institutions, Nature and scope of marketing research, marketing research process, marketing information systems: Internal records systems, marketing intelligence system, marketing decision and analysis, marketing research forecasting procedures.

* **Introduction:** provides an overview of marketing research including who is doing research and which type of research problems exist. The market esearch
* process will be covered and decisions at each stage of the process will be discussed. Varieties of research designs will be discussed.
* **Secondary Data Analysis:** types of secondary data, advantages and disadvantages of secondary data, evaluation of secondary data, types of panels, diary panels, single source data, special panels
* **Measurement and Scaling:** theory of science, importance and particularities of measurement in the social sciences, the process of construct operationalization, measurement and scale level, scale level and possible analyses, scale evaluation
* **Qualitative Research:** characteristics of qualitative research, differences to quantitative research, overview of qualitative research methods, depth interview, focus groups, laddering interview, thematic apperception test
* **Questionnaire Design:** survey types, advantages and disadvantages of different survey types, process of questionnaire design, questionnaire structure, types of questions, wording of questions, choice of scales, problems and errors in questionnaire design
* **Sampling:** basic principles of sampling, overview of sampling techniques, random sampling, cluster sampling, stratified sampling, non-random sampling, sampling error, sample size determination, confidence intervals in stratification
* **Experiments:** observation in marketing, causality in experiments, randomization, internal and external validity of experiments, classification of experimental designs, factorial designs, latin square design, store test, product test, market tests
* **Introduction to Data Analysis:** review of basic descriptive statistics, introduction to SPSS: data reading, coding, simple analyses, writing scripts
* **Analysis of Variance (ANOVA):** principles and applications in marketing, one factorial analysis of variance, variance decomposition in ANOVA, two factorial designs, main and interaction effects, three factorial design
* **Multidimensional Scaling:** goal and basic principles of multidimensional scaling, measuring proximity, determination of the configuration, number of dimensions in an MDS-solution, interpretation of dimensions, application in marketing
* **Discriminant Function Analysis:** basic principles and applications in marketing, mathematical and graphical representation, goodness-of-fit assessment, examples in marketing
* **Cluster Analysis:** basic principles and applications in marketing, proximity measures for nominal scaled and metric scaled variables, cluster algorithms, steps in non-hierarchical clustering, agglomerative methods, results and interpretation of cluster analyses
* **Course Wrap up:** In the last lecture content that has so far not been covered, remaining questions of the students will be discussed and hints and explanations for the exam will be given.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

**Indicative Sources**

Gilbert A. Churchill and Dawn Iacobucci: (2005): *Marketing Research: Methodological Foundations*(Ninth edition); Thomson South-Western

Barbara G. Tabachnik and Linda S. Fidell (2007): *Using Multivariate Statistics*(Fifth edition), Pearson Education, Inc.