

MARKETING RESEARCH

INSTRUCTOR: Deanna Wang

CLASS MEETING TIME: Thursdays 2-5 pm

OFFICE HOURS: Wednesdays & Thursdays 1-2 pm or by appointment

COURSE OBJECTIVES

- 1) To provide an overview of the role of marketing research in the problem solving and decision making processes.
- 2) To provide a basic understanding of relevant marketing research concepts.
- 3) To introduce students to both qualitative and quantitative research techniques.
- 4) To help students interpret research results for managerial implications

COURSE MATERIALS

Textbook: *Marketing Research Essentials* (7th edition) by McDaniel and Gates, Wiley

GRADING POLICY

	Percent
Project	20%
Midterm Exam	25%
Final Exam	30%
Quizzes/In-class exercises	15%
Class participation	10%
Total	100%

COURSE OUTLINE

Content

1. Introduction to Marketing Research 2/21
2. Research Process 3/7
Research Design
3. Secondary Data 3/14
Qualitative Research
4. Experimental Research 3/21
Survey Research
5. Measurement 3/28
Questionnaire Design
6. Midterm Exam 4/11
7. Sampling Design 4/18
Sample Size Determination
8. Descriptive Analysis 4/25
9. Hypothesis Testing 5/2

10. SPSS Lab session I 5/9
11. Correlation and Regression 5/16
12. SPSS Lab Session II 5/23
13. Project Consultation 5/30
14. Group presentations I 6/6
15. Group Presentations II 6/13
16. Final Exam 6/20