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

<table>
<thead>
<tr>
<th></th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Quizzes/In-class exercises</td>
<td>15%</td>
</tr>
<tr>
<td>Class participation</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

COURSE OUTLINE

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