

# Marketing Research

BA 2200 (3-0, 3 credits)

## Research - the key to profitable decisions

### Basic Course Information

#### Instructor

Tracy Howlett  
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Telephone 539-2711 (messages) or e-mail  
thowlett@gprc.ab.ca

#### Office Hours

Tues. & Thurs. 11:30 - 1:00 PM  
or by appointment.

#### Text

Zikmund, William G. *Essentials of Marketing Research*. Ohio: Thomson, South-Western, 2003.

#### Text Usage

The text will be used extensively in this course. You must have access to one.

#### Transferability

Some universities may give you credit for this course on a block transfer or course-by-course basis. Check with the receiving institution.

#### Grading Scheme

Proposal Due & Consult .....	15%
Test #1 .....	20%
Progress Reports & Consult. . .	10%
Test #2 .....	20%
Final Report & Presentation ..	30%
Attendance .....	5%



### Course Description

This course will help you identify, structure, and solve marketing problems. The evolution of the usefulness of marketing research to help solve marketing problems is covered, as well as the design and implementation of sound research projects, at the least possible cost. Using analytical skills and the basic underlying principles of marketing, you will learn how to design a decisional research project.

### Tips for Succeeding with the Project

1. Start the project early in the term.
2. Choose your group members wisely.
3. Choose a client who will actively work with you.
4. Construct a clear research question; be clear about the objectives of your study.
5. Incorporate relevant secondary marketing research into your project.
6. Keep your data collection instrument short.
7. Allow ample time for editing your research instrument; collecting and analyzing the results; and writing the report.
8. Be a team player.

## Course Details

### In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, computer exercises, problems, group consultations and student presentations. To get the most out of the classes, you must come prepared. This includes reading the assigned reading and doing any assigned exercises before the class.

### Attendance

As in all of my classes, attendance and active participation is expected and will represent 5% of your grade. If you can't make a class, please contact me before the class to make arrangements for any material that you might miss. I expect an explanation for a missed class.

### Research Project & Final Report

Fifty-five percent of your course grade will be determined by a group marketing research project. Details about the project will be provided to you in a separate handout, which you should read and refer to throughout the duration of the project.

Pay attention to the tips for a successful project contained on page 1 of this outline. Remember, an early start and teamwork are the keys to producing a product that you will be proud of. You will receive a group mark on all components of the research project. However, the mark for

## Course Objectives

Marketing research is the function which links the consumer to the marketer through information. By the end of the course, you should be able to:

1. Specify the information requirements to address specific marketing information issues
2. Design the method for collecting information
3. Manage and implement the data collection process
4. Analyze the results
5. Communicate the results to clients

the final report will be adjusted based on a peer evaluation.

On April 10, a formal marketing research report outlining the findings of your research study is due. I expect a minimum of six single spaced "content" pages in this report. ( Most good reports range from 15 to 20 pages including graphs, appendices, prefatory parts, etc.)

Also in the last two classes, you will orally present your findings to the class in a 20-25 minute formal presentation. This entire component is worth 30%. I expect a professional job on any written and oral presentations.

### Research Proposal & Consultation

You are required to prepare a detailed proposal (a blueprint) that will outline the purpose of your research, how you plan to carry it out, the sources you will use, etc. Full details will be provided to you on format, style, and expected content.

A group consultation will follow once your proposal has

been reviewed. This is a 15-minute meeting with me in which your group will present your proposal and we can discuss any questions/concerns about the project. Both parts are worth 15% of your grade.

### Progress Reports & Consultations

To ensure that your project moves along smoothly, two progress reports have been assigned. They should mark the completion of significant tasks necessary for the completion of your final report. The progress reports involve handing in a short written group report and meeting with me once again to discuss it, each worth 5%.

### Tests

Two tests, each worth 20%, will be administered during the term to evaluate your understanding of key concepts. A variety of questions (e.g. short answer, problems, multiple choice, etc.) will be used. The tests will cover both in-class work and text material. Test #2 will not be cumulative

## CLASS SCHEDULE 2003

Date	Topics / Reading
Jan. 7, 9	<p>Course Overview / Outline</p> <p>Chapter 1 – The Role of Marketing Research</p> <ul style="list-style-type: none"> <li>♦ Definition and need for market research</li> <li>♦ Review role of marketing research in the marketing concept and strategic decision making process</li> <li>♦ Differences between basic and applied research</li> </ul> <p>Chapter 4 – Ethical Issues – Pg. 75-82 only</p> <ul style="list-style-type: none"> <li>♦ The rights and obligations of respondent / researcher / user</li> </ul>
Jan. 14, 16	<p>Chapter 2 – The Internet &amp; Global Information Systems</p> <ul style="list-style-type: none"> <li>♦ Difference between data and information</li> <li>♦ The 4 characteristics of valuable information</li> <li>♦ What is a GIS</li> <li>♦ List and explain the various decision support systems</li> <li>♦ Internet Terminology</li> </ul> <p>Chapter 3 – Marketing Research Process</p> <ul style="list-style-type: none"> <li>♦ Discuss the types of marketing research</li> <li>♦ List and discuss the stages in the research process</li> <li>♦ Writing the research proposal (sample)</li> </ul>
Jan. 21, 23	<p>Chapter 5 – Exploratory Research</p> <ul style="list-style-type: none"> <li>♦ What is exploratory research and why do it</li> <li>♦ Discuss 4 general categories of exploratory research</li> <li>♦ Know the 3 type of pilot studies</li> </ul> <p>Chapter 6 – Secondary Data / Research</p> <ul style="list-style-type: none"> <li>♦ Advantages vs. disadvantages</li> <li>♦ Typical objectives</li> <li>♦ Sources of secondary research</li> <li>♦ Common reasons why secondary data does not satisfy research needs</li> </ul>
Jan. 28, 30	<p>Chapter 7 – Survey Research</p> <ul style="list-style-type: none"> <li>♦ Common errors in survey research</li> <li>♦ Personal &amp; telephone interviews</li> <li>♦ Self-administered questionnaires</li> <li>♦ How to select the right survey research tool</li> </ul>

**Research Proposal Due – January 30**

Feb. 4, 6

**Chapter 10 – Measurement / Attitude Scales**

- Distinguish between a concept, operational definition, & conceptual definition
- Describe the major types of scales
- What are 3 criteria for good measurement
- What is an attitude and how we can measure it
- Discuss the many attitude rating scales
- Distinguish between ranking and sorting

**Consultations re Research Proposal**

Feb. 11, 13

**Chapter 11 – Questionnaire Design**

- Overview of major decisions in design process
- How to ask questions
- Art of asking questions
- What is order bias – question sequence
- Layout – Traditional style vs. Internet
- The pre-test and revision

Feb. 18, 20

**Chapter 12 – Sampling**

- What is it and why do it
- Concepts (target population, sampling frame, sampling unit,.)
- Errors: random vs. non-sampling
- Probability sampling (5 types) vs. non-probability sampling (4 types)
- Internet sampling
- The appropriate sample design

**Test #1 – February 18**

Feb. 24 – 28

**READING WEEK - No classes**

Mar. 4, 6

**Chapter 13 – Statistics regarding Sampling**

- Normal distribution
- Frequencies, proportions, mean /median / mode
- Sample size

**Project Report / Consultations re Research Project – Mar. 6**

Mar. 11, 13

**Chapter 14 – Data Analysis**

- What is descriptive analysis
- Tab's and cross-tabs
- Calculating rank-order
- Methods of displaying data

**Lab Exercise / Practice**

Mar. 18, 20 Chapter 16 – Writing the Report

- The report format
- The oral presentation

**Project Report / Consultations re Research Project – Mar. 20**

Mar. 25, 27 Chapter 8 – Observation

- Discuss visible vs. hidden observation techniques
- Distinguish between direct and specifically contrived observation
- Discuss the nature of non-verbal communication between people of equal status, unequal status, men and women
- Discuss the types of mechanical observation
- What are the errors associated with direct observation
- What is content analysis
- What are the ethical issues associated with observation

Apr. 1, 3 Chapter 9 – Experiment

- What is an experiment
- Distinguish between an experiment, a control group, and a dependent and independent variable
- What is the difference between a random sampling error and content error
- Discuss the 4 basic elements of an experiment
- What are demand characteristics and how can they affect an experiment
- What is the difference between a laboratory and a field experiment
- What are the major types of extraneous variables and how do you control them

Catch –Up and Review

Apr. 8, 10 **Test #2 - April 8**  
**In-Class Presentations**  
**Final Report Due, April 10**

Apr. 15 **In-Class Presentations Continued & Wrap-up**

Key Dates			
Jan 30	Research Proposal Due	Mar. 20	Progress Report & Consultation
Feb. 4	Consultation on Research Proposal	Apr. 8	Test #2
Feb. 18	Test #1	Apr. 10/15	In-class Presentations & Final Report Due on April 10
Mar. 6	Consultation on Research Project		