

# MARK 4338 – Marketing Research

Spring 2012

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**The syllabus is a general plan for the course; changes announced to the class by the instructor may be necessary. You are responsible for keeping up with any adjustments.**

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Class Number	Day/Time	Location
Section 01 (15832)	Tue & Thu 11:30-12:50	Melcher Hall 248
Section 02 (19473)	Tue & Thu 1:00-2:20	Melcher Hall 248

**Office Hours:** By appointment

**Course Website:** <http://www.uh.edu/blackboard/> - look for MARK4338 - 2012SP-15832-MARKETING RESEARCH; Section Instructor: Yuxing Du. Check the course website regularly, as assignments, reading materials, session slides, etc., will be posted on this site. All questions regarding access to or usage of Blackboard should be directed to UH Information Technology, <http://www.uh.edu/infotech/>, room 116-PGH on the main campus, **713-743-1411**, or [support@uh.edu](mailto:support@uh.edu).

**Required Text:** *Basic Marketing Research*, **7th Edition**, South-Western, Cengage Learning, by Gilbert A. Churchill, Jr., Tom J. Brown, and Tracy A. Suter – available at the UH bookstore.

**Prerequisites:** MARK3336 and STAT3331.

**Course Description:** The last couple of decades have witnessed an explosion in the quantity and quality of data available to marketers, accompanied by the development of useful analytical frameworks for transforming this surfeit of data into information used for specific classes of marketing decisions. This course is intended to introduce you to the basic concepts and

principles of marketing research, which is primarily concerned with gathering, analyzing, and interpreting data about markets and customers. You will learn about the sorts of marketing decision problems in which research information might prove useful -- problems of selecting target markets, introducing new products or services, pricing, monitoring the business environment, performing competitive analyses, etc. You will also learn about the basic quantitative and qualitative skills involved in conducting marketing research projects (e.g., focus group, questionnaire design, basic data analyses, etc). In short, the course introduces you to the value and methods of marketing research in the context of business decision making, which first stresses the process of obtaining information, and then emphasizes the use of this information to improve marketing decision making.

### **Course Objectives and Expected Learning Outcomes**

Our objectives are:

1. Learn how to define the marketing decision problem and determine what information is needed to make the decision;
2. Learn how to gather trustworthy and relevant data;
3. Learn how to analyze the data to make certain classic types of marketing decisions.

On the first of these objectives, the organizing theme of the course is “backward market research.” This is a process of starting at the end of the process, envisioning decisions that will be taken based on research. You must think through what the marketing decision problem is, what courses of action you might conceivably recommend, and what information would be necessary to choose from among those courses of action. This ending point then drives any subsequent data collection and analyses.

On the second objective, after you know what information we need, the question arises of how to get the necessary data. Secondly, we need to know how to judge its quality. We first look to see whether it exists already in the form of trustworthy secondary research or internal customer databases or knowledge management systems. If the necessary data do not exist, we carry out (or commission) a study or series of studies. This usually begins with exploratory research to refine our understanding of what our decision alternatives are, what criteria should be used to choose among them, and to generate hypotheses about what the key levers will be that will drive us toward course of action A versus course of action B. Exploratory research never generates scientifically projectable numbers. To get such numbers, we will typically conduct a survey or an experiment. We’ll learn enough about these methods that you can have confidence in making decisions based on them.

On the third objective, once we have gathered relevant and trustworthy data, there is typically some analyses that must be done in order to make the marketing decision. There are certain basic tools for crunching the numbers and drawing the right conclusion about, for example, what price to set, which product concept to develop or launch, how to segment the market, which segment(s) to target, etc.

Upon completion of this course, each student should be able to:

- a. Realize the importance of marketing research in making effective business decisions

- b. Understand the relevance of secondary data in marketing
- c. Understand the advantages and disadvantages of major primary data collection methodologies (survey, focus group, observation, experimentation)
- d. Understand the importance and application of appropriate analyses in marketing research
- e. Be able to assess, evaluate and communicate research findings

### **Class Participation, Academic Integrity, and Classroom Etiquette:**

Quality contributions which are relevant to the discussion will improve your participation grade. **I will cold call on students at random to open case and assignment discussions.** Your class participation grade will be significantly hurt if you are called upon to offer your analysis on a case or assignment question and you are not prepared.

All academic work must meet the standards in “A Culture of Honesty,” and you are expected to comply with UH Student Honor Code.

Our classroom should have a professional environment. In keeping with such an environment I ask the following of you:

- Please do not enter or leave the room while class is in session
- Please limit your sidebar conversation
- **Please turn off your mobile phone before the start of class**

I expect you to help me enforce these norms, so we can have a good environment free of distractions. If we all cooperate, this will be no big deal and we will be more productive.

### **Students with Disabilities:**

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact me by appointment.

## Grading:

Evaluation methods include individual exams over knowledge of concepts, terms, and methodologies; assignments/case studies demonstrating practical application of concepts and methodologies. Class participation will also contribute to the final grade according to the distribution shown in the table below. All assignments are due at the beginning of class.

Grading Element	Weight
<b>Class attendance</b> Attendance is mandatory at all class sessions. If you have an emergency and thus cannot attend, let me know by <b>emailing</b> me in advance. If you miss <b>5</b> or more classes for non-emergency reasons I reserve the right to fail you for the course. <b>1% will be deducted from the final grade for each unexcused absence.</b>	
<b>In-class discussion participation</b>	20%
<b>Assignments</b>	20%
<b>Midterm exam</b> (closed book)	25%
<b>Final exam</b> (closed book)	35%
<b>Grading Distribution</b>	
92-100      A (there is no A+) 91,90,89,88    A- 87,86,85,84    B+ 83,82,81,80    B 79,78,77,76    B- 75,74,73,72    C+ 71,70,69,68    C 67,66,65,64    C- 63,62,61,60    D 59-0            F	

## MARK4338 Spring 2012 Class Schedule

**This is a general course outline; changes announced to the class by the instructor may be necessary. You are responsible for keeping up with any adjustments.**

Session	Date	Day	Topics	Textbook Chapters
1	1/17	Tue	Course Overview	
Last day to drop a course or withdraw without receiving a grade – Wed., Feb. 1				
2	1/29	Thu	Part One Introduction to Marketing Research	Chapters 1, 2, 3 & 4
3	1/24	Tue		
4	1/26	Thu		
5	1/31	Tue	Part Two Research Design	Chapters 5 & 6
6	2/2	Thu		
7	2/7	Tue		
8	2/9	Thu		
9	2/14	Tue	Part Three Data Collection Methods	Chapter 7, 8, 9, 10 & 11
10	2/16	Thu		
11	2/21	Tue		
12	2/23	Thu		
13	2/28	Tue		
14	3/1	Thu	Part Four Data Collection Forms	Chapters 12, 13 & 14
15	3/6	Tue		
16	3/8	Thu	Midterm Exam	Closed book
3/12 – 3/17 Spring Break				

17	3/20	Tue	Part Four Data Collection Forms	Chapters 12, 13 & 14
18	3/22	Thu		
19	3/27	Tue		
20	3/29	Thu	Part Five Sampling and Data Collection	Chapters 15, 16 & 17
21	4/3	Tue		
22	4/5	Thu		
23	4/10	Tue	Part Six Data Analysis & Case Studies	Chapters 18, 19 & 20 Assigned Cases
24	4/12	Thu		
25	4/17	Tue		
26	4/19	Thu		
27	4/24	Tue		
28	4/26	Thu	Course Review	Final Instructional Day
Final Exam	5/8	Tue	11am – 2pm [For 11:30 am Class]	Closed book
Final Exam	5/10	Thu	2pm – 5pm [For 1:00 pm Class]	Closed book