

MARK 8336
Marketing Research Methods
Fall 2010

Instructor: Professor Michael Ahearne
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Classroom: Marketing Conference Room

Required Readings:

- **Experimental and Quasi Experimental Designs for Generalized Causal Inference by William R. Shadish, Donald T. Campbell, Thomas D. Cook; ISBN-13: 9780395615560**

- **Selected articles to be distributed one week prior to each session.**

Objectives

The primary goal of the class is to help students prepare to conduct research which is publishable in the leading research journals in their respective disciplines. Hence, the **feedback** students receive will be **consistent with that dispensed by the reviewers and editors of the most prestigious research journals in business (i.e., highly critical)**. Even when a manuscript is accepted for publication at a leading journal, the **authors typically receive mostly negative comments** on their work. It is important that students **not take criticism** of their research **personally**. To do so would be extremely ego deflating and would interfere with their subsequent performance on other assignments. Moreover, students need to **develop the ability to accept and use criticism** to be able to survive in the academic publishing world.

Marketing Research Methods is designed to assist doctoral students in acquiring a **basic understanding** of the **research process** and a knowledge of the **research tools** which they will need to design and execute scientific research on **behavioral** and **organizational** issues in marketing. An effort is made to help the students develop **research judgment** as well as **research skills** so that they will be better able to assess when a proposed piece of research is likely to be fruitful and when it is not.

The goals of METHODS II will be pursued through:

- 1) Reading and discussing articles on **research techniques** from a variety of behavioral disciplines.
- 2) The **application of methods** learned from readings and class discussions to **real problems** faced by marketing researchers.
- 3) The **critique and redesign** of **past** empirical research **studies**.
- 4) The **partial design** of a **study** which represents an **extension/improvement** of an **existing empirical study**, hereafter referred to as the student's **independent research project (IRP)**.

Grades:

Below are the **weights** that will be applied in determining course grades:

Class participation (including summaries & critiques)	20%
Final Exam	30%
Independent research reports (oral & written)	<u>50%</u>
	100%