

MARKETING RESEARCH
MBAD 6172-U90
Fall 2007

Instructor Information

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Office location: 211-A Friday Bldg.
Office hours: From 8/21 - 10/2: Tue. 5:00 pm – 5:30pm (Uptown Center)
From 10/11 - 12/4: Tue./Thurs. 12:30 pm – 2:00 pm &
3:15 pm – 3:30 pm (Main Campus)
Tue. 5:00pm - 5:30pm (Uptown Campus)
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Course Information

Catalog description: Planning, execution and evaluation of marketing research activities. Emphasis on the techniques and methodology used in the collection, analysis and interpretation of economic, demographic and sociological data for use in marketing decision making.

Course date: Tue., Aug. 21, 2007 through Tue., Dec. 4, 2007
Location: UNC Charlotte Uptown Center
Meeting day(s): Tuesday nights
Meeting time(s): 5:30 p.m. to 8:20 p.m.
Prerequisite(s): MBAD 6171 and a statistics course

Course Perspectives

The course focuses on planning, executing and evaluating marketing research projects. While this course is not intended to prepare students for a career in marketing research, the course provides the foundation for understanding the marketing research process.

Learning objectives:

- Develop an appreciation of the structural foundations of scientific research.
- Learn the basic concepts, techniques and methodology of marketing research.
- Design and evaluate research projects.
- Understand statistical techniques that support basic and applied research.

Textbooks

Required reading: Gilbert A. Churchill, Jr. *Marketing Research: Methodological Foundations, 9th ed.* South-Western, 2005.

Rebecca J. Elliott. *Learning SAS in the Computer Lab, 2nd ed.* Duxbury Press, 2000.

Course Format

The course is highly interactive between the students and the instructor as well as among students. Through case studies and problems, students will have the opportunity to use the concepts, techniques and methodologies presented in readings and class discussion. Students will be expected to work both independently and in teams.

Grading/Evaluation Criteria

The final grade will be based on the following:

<i>Activity</i>	<i>Percent</i>
Exams*	50
Project	40
Participation	10
Total	100

- **Exams:** Exams will follow a discussion/problem format. All exams will be open-note and open-book exams. Exams will stress the application of marketing research procedures, the interpretation of marketing research findings and evaluation of marketing research quality.

*Two exams will be given during the semester. Each exam will be 25% of the grade.

- **Team Project:** Teams of 4 or 5 students will be responsible for planning, implementing and evaluating the success of an original research project. The project must incorporate (1) one or more focus group interviews, (2) a survey or experimental design, (3) attitude measurement scales, (4) sampling plan, and (4) inferential statistical analysis (multivariate statistical analysis where possible). **A research proposal must be approved before starting the data collection step.**

You may want to find a company or organization to sponsor your research. If you choose this option, your group is responsible for making the contact.

- **Class Participation:** Short cases and exercises will be assigned during the term. These should be helpful as a check of your understanding of the course material. While these assignments will not be graded, you will be

expected to respond orally to questions and to participate in the class discussion. The class participation grade will reflect your level of preparation for each class.

Appeals

If you feel some part of your examination or project was graded unfairly or harshly, or an examination question was unfair or ambiguous, you may appeal it according to the following guidelines:

1. You must indicate **SPECIFICALLY** and **IN WRITING** the reason for your appeal.
2. The entire examination or case you are appealing will be re-graded. Your grade can go **UP** or **DOWN**.
3. Appeals must be turned in **NO LATER** than one week after the examination or paper has been returned to the student.

Attendance

I realize that many MBA students work full-time, and have busy schedules. However, this is **not** an excuse for poor attendance. You made a time commitment when you signed up for this class. Any student who misses more than **FOUR** classes (approximately 1/3 of the classes, excluding exams) will automatically receive an **F** in the class, unless there are truly extraordinary circumstances. Students are advised to seek prior approval from the professor before missing a class. In extreme situations where this is not possible, the student should contact the professor immediately after missing a class. The professor may refuse approval of absences for any reason, including past attendance record and performance in class.

Academic Integrity

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving Dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

COURSE OUTLINE
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 Fall 2007

8/21	Introduction Introduction to Blackboard Team Formation Introduction to Marketing Research	Chs. 1-2
8/28	Research Process & Problem Formulation	<p>Ch. 3 Assignment: Schedule an interview with the marketing research director of a firm. in the interview, try to develop as exhaustive a list as you can regarding the general types of studies the firm conducts and for what purpose. Pick one of the studies and secure as much detail as you can on the specifics of the research (e.g. the type and size of the sample, the data collection instruments that were used, what is done with the data after it is collected, the cost, and so on. Prepare a 2-5 page report on what you find, including a critique of the research process. OR</p> <p>Find an article in the marketing research literature, e.g. <i>Journal of Marketing Research</i>, <i>Journal of Consumer Research</i>, <i>Journal of the Academy of Marketing Science</i>, <i>Journal of Retailing</i>, <i>Journal of Advertising</i>, or etc. Determine the specifics of the study, e.g., the type and size of the sample, the data collection instruments that were used, what was done with the data after it was collected, and so on. Prepare a 2-5 page report on what you find, including a critique of the research process.</p>
	Research Design & Qualitative Techniques	Ch. 4 Case 1.1 Big Brother of Fairfax County
9/4	Descriptive & Causal Designs	<p>Chs. 5 & 6 Ch. 5 End of Chapter Applications and Problems 1 & 7 Ch. 6 End of Chapter Applications and Problems 2 - 5 & 10 Case 2.4: Bakhill Foods</p>

9/11	Primary & Secondary Data Collection	Chs. 7 & 8 Chapter 7 End of Chapter Applications and Problem 2 Chapter 8 End of Chapter Applications and Problems 2 & 4
	Data Collection Forms	Ch. 9 End of Chapter Applications and Problems 1,2,5 & 9 Case 3.3 CTM Productions (A)
9/18	Attitude Measurement	Ch. 10 & Appendix Ch. 10 End of Chapter Applications and Problems 1-4 Case 3.4 Calamity-Casualty Insurance Company
9/26	Measurement Issues: Conjoint Measurement	Chapter 17 Appendix (pp. 538 – 550) Work in Teams on Marketing Research Project
10/2	EXAM 1	Chs. 3 - 10
10/9	FALL BREAK	
10/16	Sampling Procedures	Ch. 11 Case 4.6 Sampling Gambling
	Sample Size	Ch. 12 End of Chapter Applications and Problems 1-13
10/23	Collecting the Data	Ch. 13 End of Chapter Applications and Problems 4 & 7
	Introduction to SAS	Bring <i>Learning SAS in the Computer Lab</i> to class. Bring a copy of the SAS handout on Blackboard to class.
10/30	Data Analysis: Preliminary Steps	Ch. 14 Case 5.1 CTM Productions (B) End of Chapter Applications and Problems 12 - 14
	Analyzing Qualitative Data	Blackboard handout on Qualitative Data Analysis Assignment: Write a 2-page narrative about the time that you purchased a product or service with which you were very dissatisfied. You should include in your narrative the following points: (1) the product or service; (2) your expectations when you bought the product of service; (3) any interactions with

salespeople or customer service people before, during, or after the purchase; (4) the feelings and emotions that accompanied your dissatisfaction; and (5) the outcomes of your dissatisfaction. You may include any other details as well. **Bring 4 copies of your narrative with you to class on 10/30.**

11/6 Data Analysis:
Basic Questions

Ch. 15
End of Chapter Applications and Problems 1 - 12

Ch. 15 Appendix
End of Chapter Applications and Problems 1, 3, 4 & 5

11/13 Data Analysis:
Examination of
Differences

Ch. 16
End of Chapter Applications and Problems 1 - 7

11/20 Data Analysis:
ANOVA

End of Chapter Applications and Problems 1, 2, & 16
Madison Gas & Electric Co. (B) (Blackboard Handout)
(For this case you will need to download the case and the data set from Blackboard.)

Work in Teams to
finalize project

11/27 Data Analysis:
Investigation of
Association

Ch. 17
End of Chapter Applications and Problems 1 - 7
Fabhus, Inc. (Blackboard Handout)
(For this case you will need to download the case and the data set from Blackboard.)

12/4 EXAM 2

Chs. 11 - 17

12/11 PROJECT REPORTS

In addition to presenting the team research report in class you will also need to email a copy of the research report and the PowerPoint presentation to chamato@uncc.edu before class on 12/11/07.

Each student is responsible for emailing a copy of the team member evaluation form to me on or before 12/11/07.