COURSE SYLLABUS

COURSE TITLE:	Marketing Research	COURSE CODE:	MKTG 340
PREREQUISITES:	MKTG210	SEMESTER:	Fall 2016
INSTRUCTOR:	Patricia Di Costanzo		
EMAIL:	p_dicostanzo@yahoo.com	SCHEDULE:	Fridays 8h30 – 11h30

COURSE DESCRIPTION:

This course is designed to introduce students to the concepts and methodologies of market research as a means to drive intelligent business decisions in the real world. Students will be challenged to learn market research techniques with a singular goal in mind – developing knowledge and market intelligence to support goal-driven decisions. As a decision-support tool, accurate market intelligence is essential in today's global economy and students will be exposed to real-life case studies and group-based projects that expand their understanding of the power of market research to shape product development, operational practices, and corporate policies.

COURSE OBJECTIVES:

Students will complete the course with a thorough understanding of the value of market research, its power to drive intelligent decisions, and a clear knowledge of the techniques and science required to complete effective market research projects of their own. They will be able to design, conduct, implement, analyze, and effectively communicate marketing research results in a professional setting in support of an organization's strategic and marketing activity.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students will be able to:
- Appreciate the value of market research as a key component of management decision making
- Understand the role of market research as a marketing and communications activity
- Recognize the constraints and challenges of market research
- Use conventional and on-line primary data collection techniques
- Collect and interpret secondary data
- Evaluate and differentiate different data sources
- Complete their own market research project using qualitative and quantitative research techniques

MANDATORY TEXTBOOK:

Marketing Research Essentials by McDaniel Gates, 2012, John Wiley and Sons, Inc, 8th Edition (ISBN 978-1-118-24932-1)

EVALUATIONS:

The final grade will be determined as follows:

Class Participation: 20%
Individual Quiz: 20%
Team Project: 30%
Final exam : 30%

The American Business School grades in the A range are excellent, in the B range good, in the C range fair, and in the C- / D range poor. <u>Any grade under C is considered a failure</u>. Any student receiving an American Business School letter grade <u>below C </u>in a course will have to retake that course (and pay for it again) regardless of his/her GPA.

<u>Percentage grades:</u>

ABS uses the following scale to convert the grades into letter grades:

Passing grades		Failing grades	
100-93	A	72-69	C-
92-89	A-	68-66	D+
88-86	B+	65-63	D
85-83	B	62-60	D-
82-79	B-	< 60	F
78-76	C+		
75-73	C		

COURSE SCHEDULE:

Session 1:
16 Sep 2016
	Introduction to Marketing Research	• Course presentation: personal introductions, expectations, course objectives, evaluation system, team project
		• Introduction:
		  - Definition of marketing research
		  - The role of marketing research and the impact on business management and company's performance
		  - The industry of marketing research
		  - The current environment and new marketing realities (big data, marketing analytics, customer empowerment, etc)
		  - The main challenges in marketing research
		• Case studies and teamwork

Session 2: 23 Sep 2016	The marketing research process	• Defining the marketing research problem and developing a research approach • The marketing research process, main components of the marketing research brief • Types of marketing research: primary and secondary, quantitative and qualitative • Case studies and teamwork
Session 3: 30 Sep 2016	Data types and data collection methods	• Pros and cons of different data acquisition techniques, examples of real-life data sets and challenges • Focus on secondary data: data sources, the use of databases, pros & cons of different data acquisition techniques • Case studies and teamwork
Session 4: 7 Oct 2016	Data types and data collection methods	Focus on primary research: • Primary data collection techniques • The concept of measurement and attitude scales • Sampling issues • Customer surveys/questionnaires design • Case studies and teamwork
Session 5: 14 Oct 2016	Marketing research in the digital era	• Online marketing research, customer analytics, big data • Case studies • Teams to evaluate real-life examples and propose recommendations
Session 6: 21 Oct 2016	Market & customer research	• Real-life examples of market research – macro-environmental analysis, customer analysis, competitive

		intelligence • Real-life examples of customer research: behavior, loyalty, satisfaction, brand strength and performance, etc • Case studies and teamwork
Session 7: 28 Oct 2016	Data analysis and interpretation	• Challenges in data interpretation • Data processing, data analysis, and statistical testing • Case studies and teamwork
Session 8: 4 Nov 2016	Individual quiz (1h30) Project team preliminary review	• Quiz: during the first part of the session, students will answer an individual quiz about the course's main topics • Team project: during the second part of the session, teams will review progress to date with their peers and the instructor
Session 9: 18 Nov 2016	Communicating the research results	• Marketing research report: content and structure • Effective communication of results in a business setting • Formulating recommendations and next steps • Teams will review their projects and, if needed, they will request guidance from the instructor to finalize the report for next class
Session 10: 25 Nov 2016	Project team presentations	20' presentation per team
Session 11: 2 Dec 2016	Managing marketing research Course review and Q&A session	• The required organizational infrastructure for effective marketing research • Data gathering and storage • Cross-functional collaboration • Communication issues Course review and conclusions
Session 12: 9 Dec 2016	Final exam	Case study and/or essay question type