Course Overview

This course presents students with a comprehensive framework of marketing research methods from the perspective of analysis for managerial decision making. Students will be introduced to:

1) A framework for conducting marketing research, problem definition and process.
2) Research design, guidelines and procedures.
3) Fieldwork in the marketing research process, data preparation and analysis.
4) The role of analytical techniques and computer models in marketing decision making.

Case studies, assignments and projects will be used throughout for an applied and managerial orientation.

LEARNING GOALS

The overall goal of this course is for you to understand the concept of marketing research, its application, tools and methods from a format of managerial decision making, domestically and internationally. You will learn how to approach marketing decision making from an analytical perspective pertaining to research design, attain problem solving skills, understand international implications in research, and understand the ethical implications and issues involved in the research process and ultimate decision making. Analytical techniques, computer models, and various software tools using real marketing problems will be used. You will be able to do the following when you finish this course:

a) design and implement a marketing research project
b) use data to analyze marketing decisions
c) use the internet and computers in marketing decision making

Professor’s note:
The value of marketing research is only as great as its weakest aspect. The findings of a study will be of limited, if any, use to the decision maker unless: the correct population is identified, the correct questions are asked, a proper study is designed, a proper population is sampled, a proper data analysis is performed, and it is accurately reported. Your work is still not complete until your findings are incorporated into strategic marketing decisions and it is marketing strategy that must drive your research from the beginning.
Truly, the devil is in the details. Thus, your approach to studying and learning in this course will need to be detail-focused throughout the semester as well.

Note: Students will be actively engaged in shaping their own and their peers’ learning experience in this course by leading discussions of readings as well as contributing course content by sharing with each other regular reports summarizing findings related to each group’s client project through each step of the research process.

**Prerequisite:** MBAD 525 Marketing Management

**Required Learning Materials:**


2. During the course, we will be using Microsoft Excel, Qualtrics and IBM SPSS Statistics software. Qualtrics is accessible through CofC’s website. Students may download a free copy of CofC’s student version of SPSS by contacting Helpdesk (helpdesk@cofc.edu). Alternatively, the software is available to students on the computers in Addlestone Library and in lab classrooms. Also, if you prefer to purchase a copy for your own computer, 6-month student licenses are available at: [http://studentdiscounts.com/spss.aspx?gclid=CPydj-WkxMQCFU4V7Aod1DAAlQthe](http://studentdiscounts.com/spss.aspx?gclid=CPydj-WkxMQCFU4V7Aod1DAAlQthe)

3. Supplemental reading materials will be provided in Oaks.

**School of Business Learning Goals**

The learning goals addressed in this course include communication skills as well as quantitative fluency.

**Course Requirements:**

*Area Expert Presentations, Tools Labs and Participation (15%):*

- In a group, students will prepare several presentations and lead class discussions over the course of the semester. Groups will be provided with core reading materials. Students will be responsible for developing and presenting a powerpoint summary of the content (or a several page outline of the material) with special focus to be given to imbedding examples of marketing-related applications of the topics discussed. Groups will also be asked to provide summary strategic implications related to the content. In addition, as the class works to apply this material to the projects in the course, groups may be asked to identify additional resources as it relates to their assigned topic for these
presentations, thus, serving as the area expert on the topic for the duration of the course. No opportunities will be given to make up such presentations.

- In addition, over the course of the semester, several tools labs (i.e. excel, qualtrics and spss exercises) will be assigned which are to be completed individually (some of which will be completed during class). No opportunities will be given to make up such assignments.

**Exams** (30% each): There will be two individual, non-cumulative in-class exams. Each exam will include content covered since the previous exam, including material from the readings and material discussed in class.

Note: The weight of the lower of these 2 exam scores will be adjusted downward to 20% and a score of 100 will be assigned to the remaining 10% of the weight for any student that receives a passing grade on the Excel certification exam the cohort is taking during the semester.

**Client Report/Presentation** (25%): Student groups will also design and conduct a quantitative marketing research study to help a client solve a marketing challenge this semester. Using the information and tools covered in this course, student groups will conduct a situation analysis, collect relevant primary and secondary data and, based on this data, formulate recommendations to help the client meet their goals. Active engagement in this process throughout the duration of the semester will be required of each individual. While work will be done in groups, individual grades will be assigned.

Note: There will be an opportunity at the end of the semester to evaluate the contribution of individual group members on all group work listed above.

**Key Dates:** *(subject to change)*

- Exam 1 Tuesday, February 18
- Spring Break Tuesday and Thursday, March 17 and 19
- Exam 2 Tuesday, March 31
- Final Project Due – ALL Tuesday, April 14
  and Final Project Presentations Tuesday and Thursday, April 14 and 16

**Accommodations for Students with Disabilities or Special Needs**

Students needing accommodation for a disability should see the instructor within the first week of class.
Honor Code

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.


Grading Scale

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<tr>
<td>B+</td>
<td>88 – 89.9</td>
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<tr>
<td>B</td>
<td>80 – 87.9</td>
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<tr>
<td>C+</td>
<td>78 – 79.9</td>
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<tr>
<td>C</td>
<td>70 – 77.9</td>
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<tr>
<td>F</td>
<td>Less than 70</td>
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Topics Covered

1. Marketing Research Process and Proposals
2. Secondary Data, Literature Reviews and Hypotheses
3. Exploratory and Observational Research
4. Descriptive and Causal Research Designs
5. Sampling: Theory and Methods
6. Measurement and Scaling
7. Designing the Questionnaire
8. Preparing Data for Quantitative Analysis
9. Basic Data Analysis for Quantitative Research
10. Communicating Marketing Research Findings
12. Marketing Analytics and Big Data