

**MARKETING 3740 -- INTERNET**  
**Marketing Research**  
**Fall 2010**

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**Class Hours: TR 12:30-1:45 SSB133**  
**Office Hours: Thursday 10:00-11:00**  
**and by appointment**

**COURSE SYLLABUS**

**Prerequisites**

Statistics and BA3700 or instructor's permission.

**Description and Objectives**

Marketing research is a systematic search for and analysis of the information that links the consumer and the market to the marketer. This information can be used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

This course is designed to provide basic grounding in the major methodologies of marketing research. In particular, the course focuses on acquiring the knowledge and developing skills to effectively:

- design the methods for collecting information;
- manage and implement the data collection process;
- analyze the collected information;
- interpret the results of the analysis;
- communicate the findings and their implications.

While the orientation of the course is primarily managerial, the course is also relatively quantitative. However, the emphasis is not on studying the mathematical and quantitative procedures in detail but rather in presenting marketing research as a managerial and decision making subject in a pragmatic "here's how to do it" fashion.

**Readings**

Malhotra, N., *Basic Marketing Research*, 3<sup>rd</sup> Edition.  
Additional expository materials may be assigned or will be handed out in class.

**Course Organization, Activities, and Evaluation Procedures**

A combination of lectures and discussion will comprise "live" class time. Each session's material will also build on previously discussed topics. Prior to each session, you are expected to read that day's chapter(s) and think about the concepts developed in the course and their implications.

All sessions will be delivered and archived on WIMBA and will be available throughout the semester. Class sessions will be delivered in one of two forms:

- a) Most sessions will be delivered "live" online (at 12:30pm) and you may participate from home, office, computer lab, Akron, OH, or anywhere you have an internet connection.
- b) Some sessions may be archived at a different than 12:30pm time. Typically, there will be a pre-announcement if a session will not be "live".

You are all urged to attend the first session.

You may opt to attend the live class and/or watch/listen to the archived session at your convenience.

In the past, when delivery form (a) was used, some students attended the session at the designated classroom (SSB133), one of the students would log in, and the rest would listen and see the live presentation on the SSB133 screen.

A WIMBA tutorial will be presented during the first session. For additional info and tutorials on WIMBA, you may visit [wimba.com](http://wimba.com).

Grades will be based on a group project, three tests, and “in-class participation” (to be defined later).

**Group Project:** The team-written project will require data collection and analysis (including a focus group and a survey). The project will also require some face-to-face meetings among its group members. After its completion it will be presented in class during the last class meetings. You are all urged to attend the last two sessions (presentations). The written report is due at the last day of classes.

The general topic for the project will be to identify and solve, using marketing research methods (secondary data, focus group, and a survey), a real world marketing problem chosen by the group members. A suggested general topic is the comparison of performance and overall customer satisfactions of three popular brands (e.g., fast food chains, cereals, soft drinks, cars, department stores, grocery chains, etc.); or, the topic may be assigned by the instructor. If assigned, there will be enough freedom, if the group will so desire, to alter some of its structure and/or content. Recommended group size: 6-7.

You are urged to form groups as soon as possible (say, this or next week) and identify a project topic (e.g., a product category) that interests you. Think of a product category relevant to your personal experience, work, or from any other marketing area that interests you.

The project will be team effort; however, grades may be individual based upon the project's quality and peer evaluation by the other teams and the members of your team.

If it is not possible for you to effectively participate in a group, let me know and I'll try to accommodate you.

**Tests:** The three tests will not be comprehensive and will consist of multiple choice and short-answer essay questions.

The tests will be held on Sep23, Oct26 and Dec2 at 12:30am in SSB133 (see Schedule). However, you may take your test(s) in the Assessment Center (SSB, 4<sup>th</sup> Floor) or your individual satellite campus (St. Charles, South County or Wildwood) during the next 2-3 days after the designated date. PLEASE NOTE THAT IF YOU INTEND TO TAKE THE TEST AFTER THE DESIGNATED DATE, YOU NEED TO COORDINATE THIS WITH THE ASSESSMENT CENTER AND NOTIFY ME.

**Evaluation:** Final grade will be based on the following weights:

Group Project	50 points
Three Tests (50 points each)	150 points
“In-class participation”	10 points
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<b>TOTAL</b>	<b>210 points</b>

The **in-class participation** of the final course grade will be based on quantity and, especially, quality of comments and answers.

You are expected to act as professionals in all aspects of this class. As professionals, you are responsible for your own learning and performance. As you would in any professional position, you are expected to participate, ask questions, voice opinions and complete all your assignments (and on time).

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**COURSE SCHEDULE**

<b>Date</b>	<b>Chapter</b>	<b>Readings-Topic</b>
Aug24		Course Intro.
Aug26	1	Introduction
Aug31	2	Defining the Problem and Developing an Approach to the Problem
Sep2		Research Design
Sep7	4	Exploratory Research- Secondary Data
Sep9		<b>NO CLASS</b>
Sep14	5	Exploratory Research – Syndicated Data
Sep16	6	Qualitative Research
Sep21	6	Qualitative Research (continued)
Sep23		<b>TEST 1</b>
Sep28		<b>Group Project Work</b>
Sep30	7	Survey and Observation
Oct5	8	Causal research and Experiments
Oct7	9	Measurement and Scaling- Comparative Scales
Oct12	10	Measurement and Scaling- Noncomparative Sales
Oct14	11	<b>Questionnaire Design</b>
Oct19	12	Sampling
Oct21	13	Sample Size
Oct26		<b>TEST 2</b>
Oct28	14	Field Work
Nov2	15	Data Preparation
Nov4	16	Basic Statistics
Nov9	17	Hypothesis testing - Differences
Nov11	18	Correlation and Regression
Nov16		Statistical Analysis
Nov18	19	The Report
Nov23-25		<b>Fall – Thanksgiving Break</b>
Nov30		Project Work
Dec2		<b>TEST 3</b>
Dec7		<b>PRESENTATIONS</b>
Dec9		<b>PRESENTATIONS</b>

