



**MKT 7080
MARKETING RESEARCH
Winter 2009**

INSTRUCTOR

Name: Dr. Chris Adams
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COURSE DESCRIPTION

This course provides an overview of marketing research theory, statistical techniques and research applications. We cover both qualitative and quantitative techniques and how they are applied in the market research industry.

This course covers how different methods can be applied to advertising testing, branding, new product launching, and consumer analysis. Different tools will be studied in the class, and different practitioners who work with market research will be invited to the class.

The course will cover advanced quantitative and qualitative techniques including having students design and implement a survey project as well as a focus group project from start to finish.

LEARNING OUTCOMES

Learning outcomes include the following:

- Understandings of the marketing research industry
- Principles of marketing and the use of research
- The use of research methods as they apply to marketing strategies
- Advanced use of quantitative techniques as they apply to marketing
- Qualitative research techniques for marketing strategies
- The underpinnings of CATI and Online survey methodologies
- Sampling strategies for marketing studies
- Implementing focus group projects
- Client services and consulting

COURSE REQUIREMENTS & GRADE DISTRIBUTION

Students will be expected to do all the textbook readings and to be prepared to respond to discussions in class. This course will involve three main components.

Two Assignments (2 x 15%)

Term paper – A start to finish marketing research project (35%)

Final exam: Final exam (35%)

Required Text

One book has been ordered for this course:

Alvin Burns and Ronald Bush, *Marketing Research*, 5th Edition with SPSS 13.0, Prentice-Hall.

This book deals with marketing research as it applies to North American businesses and provides a large number of good examples based on real case studies. It also includes a student version of SPSS student-related software with an electronic tutorial that will be used for this course.

Assignments (2x)

There will be two assignments. One dealing with quantitative research and the other with qualitative research.

- 1) The first project will involve data analysis and performing statistical procedures using the SPSS software. **The due date is February 4.**
- 2) The second project will involve qualitative research. **The due date is February 25.**

A handout pertaining to each assignment and what will be required will be distributed in class. The purpose is to ensure that students have learned important technical aspects to marketing research. Each of the two assignments is worth 15%.

Please Note:

At the discretion of the instructor, students may be required to pass a brief oral examination regarding any of their submitted assignments. This examination may affect the mark of the assignment under discussion.

Term Paper:

The term paper will be based on conducting a market research study as it applies to any marketing-related aspect of any one of the following organizations: MTS Allstream, Manitoba Hydro, the United Way, or the North West Company. A handout on the paper's requirements will be provided to students in class. It is strongly urged that students discuss with me what they propose to do prior to conducting the research project.

It is assumed that students understand basic research methods from previous courses that they have taken, and are able to write business-oriented academic research papers. It is also expected that proper formats will be used for footnotes (or endnotes) and bibliographies. Marks will be deducted for poor writing style and if not using proper reporting standards.

While it is not expected that the research report follows all the suggestions raised in Chapter 20 of the textbook, you will find many ideas for your project there. Readability is important therefore poor neatness, spelling, and grammar will affect the mark given. Just as one would not submit a sloppy report to a board of directors, a meeting of investors, or a marketing director client, submitting sloppy assignments or reports in this class is a no-no.

The main body of the papers (that is, excluding title page, end-notes, bibliography, appendix) are to be no longer than 10 double-spaced typed pages with reasonable font sizes and margins. Significant departures from expectations regarding length or format may result in a penalty. Papers are to be submitted in class. Late papers may be submitted at the MBA office during regular office hours, but must be date-stamped by the administrator. With the exception of those who have documented reasons for being late (e.g. doctor's note etc.) a penalty of 2 points out of 35 will be deducted for every day that the paper is late.

Please Note: At the discretion of the instructor, some students may be required to pass a brief oral examination regarding their submitted research paper. This examination may affect the mark of the paper.

According to the University of Manitoba Calendar: "To plagiarize is to take ideas or words of another person and pass them off as one's own. In short, it is stealing something intangible rather than an object. Obviously it is not necessary to state the source of well-known or easily verifiable facts, but students are expected to acknowledge the sources of ideas and expressions they use in their written work, whether quoted directly or paraphrased. This applies to diagrams, statistical tables and the like, as well as to written material, and materials or information from Internet sources."

COURSE OUTLINE AND READINGS:

It is strongly advised that students work on this course as each week proceeds. This is not the type of course where students can quickly catch up in the end.

TENTATIVE COURSE STRUCTURE

Week 1: Course Introduction – January 7

Review objectives/why study this stuff
Hand out and discuss course outline (this)
Discussion of expectations and assignments
Marketing Research trends in the industry

Please read Textbook: Chapter 1 and Chapter 3 (pages 40-50) prior to this lecture

Week 2: Launching a MR Study and how a Field Centre Works – January 14

*** Note - Class to be held at DataProbe field centre, 6:15pm**

- Defining research problems in MR
- Request for Proposals
- Writing Proposals in response to RFPs
- Tour of DataProbe field centre

Readings prior to class: Textbook: Chapter 4 and Chapter 20

Week 3: Statistics and Market Segments – January 21

- Review of levels of measurement
- Building interval measures
- Simple and sophisticated scales
 - Use of the COMPUTE command
 - Testing for colinearity
- Examining groups within markets

Readings prior to class: Textbook Chapter 10, Chapter 17

Week 4: Data Analysis and Associations & Advanced SPSS Use– January 28

Guest Speaker: TBA

- Marketing and using correlations for strategies
- Partial Correlations
- Linear regression analysis
- Multiple regression

Readings prior to class: Textbook Chapter 18 and 19

Week 5: Research and Target Markets – February 4

Guest Speaker #2 TBA regarding Marketing and the use of Research

- Using data portals and secondary data
- Using Dun & Bradstreet sample data
- NAICS and NOCs
- BBM and AC Nielsen
- Omnibus surveys and consumer research
- Syndicated studies – elements in creating your own products

Assignment 1 is due in class.

Readings prior to class: Textbook Chapter 5 (pages 133-136), Chapter 6, Chapter 12 (348-351)

Week 6: Qualitative Research – Focus Groups – February 11

*** Note - Class to be held at Probe Research Focus Group Facility, 850 – 125 Garry Street**

- Launching a focus group project
- Recruiting respondents
- Preparation of moderator's guide
- Holding a focus group session
- Tools for enhancing the discussion – eg projection exercised, brand laddering,
- Report preparation

Readings prior to class: Textbook Chapter 8 (pages 200-220) + TBD

February 18 – No Class – Study Week

Week 7: Business, Executive Level, and Special Population Interviewing – February 25

Guest to the class: TBA

- Overcoming recruitment problems & special populations
- Quantitative and qualitative elements
- Note-taking with executive interviews
- Preparing a marketing research paper

Assignment 2 is due in class.

Readings prior to class: Textbook Chapter 8 (pages 221-226), Chapter 9 (pages 258-261)

Week 8: Using Online Techniques – March 4

- Online samples
- E-mail surveys
- Web-based surveys
- A case study example of an online omnibus survey
- Online focus groups

Readings prior to class: Textbook Chapter 12 (pages 352-357) + TBD

Week 9: Special Class – March 11 – No Class or Office Hours this Week

Students are encouraged to work on their term paper.

Special office hours will be held on the weekend of March 14 Saturday – Please contact me by e-mail and we will arrange a time to talk.

Week 10: TBA and Review Class – March 18 - Term Papers Due!

FINAL EXAM – Time and place To Be Determined

PLEASE BE ADVISED:

- (1) All students should read the U of M Academic Calendar regarding:
- (a) academic misconduct, including plagiarism and cheating;
 - (b) the grading system;
 - (c) the appeals process,
 - (d) withdrawal process
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GRADING SYSTEM FOR THIS COURSE:

The calculation of grades within this course is outlined in the table below. Letter grades have percentage equivalents.

A+	93-100%	C+	66-69%
A	85-92%	C	60-65%
B+	77-84%	D+	56-59%
B	70-76%	D	50-55%
		F	0-49%



ACADEMIC INTEGRITY

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading “Plagiarism and Cheating.” Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s).

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it related to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.



MEDICAL ABSENTEEISM FORM

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

STUDENT IDENTIFICATION: (PLEASE PRINT CLEARLY)

_____	_____	_____	_____
Last Name	First Name	Middle Initial	U of M Student Identification Number
_____	_____		
Course #	Instructor Name		
_____	_____		
Student's Signature	Date		

TO BE COMPLETED BY THE ATTENDING PHYSICIAN: (after the above section is completed) (PLEASE PRINT CLEARLY)

_____	_____	_____
Physician's Last Name	Physician's First Name	Middle Initial
_____	_____	_____
Street Address	City, Province	Postal Code
_____	_____	
Telephone Number	Fax Number	

To the attention of the physician: Your evaluation of the student's condition is being used for the purpose of determining whether or not the student has a valid reason to miss an important exam or assignment. Your professional evaluation is necessary to ensure that only valid cases are excused.

I certify that the nature of the student's condition is severe enough to prevent the student from taking an exam or completing an assignment. If requested, my associates or I will verify for the above named instructor/administrator that this information is accurate.

The student's condition will likely span the following dates:

_____	until	_____
(Indicate start date)		(Indicate end date)

_____	_____
Physician's Signature	Date

NOTES TO PHYSICIAN:

- Please make a note in the student/patient's file indicating that the student has given the above named instructor/administrator permission to verify with you, your staff, or your colleagues, that the information contained on this form is correct. Thank you for your professional evaluation of this student's condition.
- **PLEASE ATTACH THIS FORM TO YOUR REGULAR OFFICE STATIONERY THAT INDICATES THE STUDENT VISITED YOUR OFFICE.**

NOTES TO STUDENT:

- The use of this form is at the option of the student. However, in order to obtain an excused absence for an assignment or exam the student must obtain a doctor's certification that the student's condition is severe enough to prevent the student from taking the exam or completing the assignment.
- It is **NOT SUFFICIENT** to provide a note that only indicates the student visited the doctor's office.



FACULTY BIOGRAPHY

I.H. Asper School of Business—Faculty of Management, The University of Manitoba

Name: Chris Adams, Ph.D.

Position: Adjunct Professor

Department: Business Administration and Marketing

Currently Teaching:

MBA - Research Methods – A01

MBA - Research Methods – A02

MBA - Marketing Research

Areas of Research Interest:

Research Methods and Marketing

Business-Government Relations

Public Administration and Public Policy Analysis

First Nations/Aboriginal Studies

Environmentalism and Energy Studies

Labour Market and Post Secondary Training Issues

Areas of Teaching Interest:

Research Methods in Business

Marketing Research and Consumer Studies

Business-Government Relations

Public Policy and Public Administration

