COLLEGE OF
BUSINESS ADMINISTRATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Standard Course Outline
MKTG 665
Seminar in Marketing Research

1. General Information:
Units 3 credits
Prerequisites: MKTG 500 and IS 601
Data Prepared: November 2012
Course Coordinator: Chair/Various Professors

2. Catalog Description:
The role of research in the solution of marketing problems. Research methods in collecting, analyzing, and interpreting information for business use. Survey and experimental approaches included. Case studies and/or class projects required.

3. Curriculum Justification:
Marketing research is a vital component of management decision-making. The tools and techniques of marketing research allow managers to gain valid and reliable information about consumers, customers and the market environment. This information is used to make strategic and tactical decisions in a structured and rational way thereby increasing the probability that a firm's efforts will be successful. It is imperative that managers understand research methods and data analysis so they can judge the appropriate use of marketing research information and understand its decision value.

This course is aimed at the marketing manager, the ultimate user of research and who is often responsible for shaping the scope and direction of marketing research activities conducted on the firm's behalf. To this end, the objective of this course is to teach the effective application of marketing research methods in decision making.

4. Course-level Learning Goals

- **Learning Goal – Critical Thinking**: Students will demonstrate they (a) have acquired advanced skills for systematic problem identification, and (b) ability to critically evaluate, select and implement appropriate research designs to tackle common marketing management decisions in critical areas such as descriptive market analysis, hypothesis testing, product/brand positioning, segmentation and targeting, and customer satisfaction analysis.
- **Learning Goal – Application:** Students will demonstrate "hands-on" experiences with the entire process of marketing research from the formulation of the research problem on though secondary and qualitative research, experimental and survey research design,

survey sampling, question wording and questionnaire designs, data collection methods, data analysis, report writing and presentation.

- **Learning Goal – Business Functions:** Students will demonstrate an understanding of the business of marketing research and a practical understanding of marketing research budgets and the trade-offs between information gathered and costs inherent in all marketing research projects.
- **Learning Goal – Technical Skills:** Students will demonstrate they can use statistical software (i.e. SPSS, SAS) to input and code a dataset, recode, transform and compute variables, and conduct basic and advanced analysis of marketing research data to solve marketing research problems.
- **Learning Goal – Quantitative Skills:** Students will demonstrate quantitative skills involving both basic and advanced analysis of marketing research data necessary to solve business problems.
- **Learning Goal – Ethics: -** Students will demonstrate they are aware of the ethical responsibilities of marketing researchers toward respondents/human subjects, objectivity in research designs, study implementation, and analysis, client and supplier relationships, and will make marketing decisions using ethical, legal and socially responsible choices.
- **Learning Goal – Communications and Presentation:** Students will demonstrate that they can (a) communicate effectively among team members to develop a team-prepared marketing research project, and (b) they can make an effective oral and written presentation of their project.

5. Outline of Subject Matter

There must be at least Two Active Learning tasks in the course, typically done by project teams. All written individual and team assignments must be submitted though plagiarism detection software programs such as Turnitin.

Examples of assignments are:

- **Field Research Project:** A major component of the course is a team-based market research field project. Teams will define a marketing research problem, create a study design and research plan, write a questionnaire, collect data, analyze the data, and write and present a professional marketing research report.

- **Case Analysis:** Analysis of case situations involving data analysis USING SPSS and written managerial recommendations based on analysis. May be conducted in teams of two.

- **Student Led Discussion/Presentation:** Each student presents and leads a 20 minute discussion on a marketing research issue from a marketing research journal article relevant to the class lectures.

- **Written problem solving assignments** requiring the use of sampling formulas, cost per interview spreadsheets and optimal distribution of marketing research budgets.

- **Completing the CSULB - IRB online survey class** and passing the IRB online questionnaire. Receiving IRB certification.

- **Examinations** using short or essay answers requiring integration and application of key terms and concepts. **Short quizzes** conducted periodically during the course to test understanding of new concepts and terminology.

Textbook should be more advanced than an "Essentials" marketing research textbook. A supplemental manual or additional book is recommended and should include screen shots/instructions on using SPSS (or other advanced statistical software such as SAS) students may refer to and use outside of class when conducting analysis. Access to SPSS (or other advanced statistical software such as SAS) is required. This may be used in the computer lab or students can purchase the student version for their own use. Excel or other spreadsheet programs are not acceptable substitutes. Example texts and manuals are:

Naresh K. Malhotra (2010) *Marketing Research, An Applied Orientation*, 6th Edition, Prentice Hall

Naresh K. Malhorta (2010) *Study Guide and Technology Manual for Marketing Research, An Applied Orientation, 6th Edition*, Prentice Hall.

Erik Mooi and Marko Sarstedt (2011) *A Concise Guide to Marketing Research: The Process, Data, and Methods Using IBM SPSS Statistics*, Springer

Mario Mazzocchi (2010) *Statistics for Marketing and Consumer Research*, Sage

This is a listing of subject matter that should be covered in this course. Items #1 thru #8 must be covered in the course. Items #9 thru #10 represent examples of recommended subjects in advanced applied marketing research analysis. It does not preclude other topics that are part of the Marketing area or the depth of some topics.

	Topics
1	**The Marketing Research Process, Define the Marketing Research Problem, Ethics**
2	**Research Designs: Observation, (Experimental) Test Marketing and Survey Research.**
3	**Exploratory Research: Qualitative Research and Secondary Research**
4	**Survey Sampling: Design, Procedures and Sample Size**
5	**Measurement: How to Measure and Write Questionnaires**
6	**Process: Fieldwork, Costs/Budgets, Preparing Data for Analysis, and Report**

	Writing
7	**Basic Analysis: Frequency Distributions, Cross-Tabulations, ANOVA, Significance Testing, and Comparing Group Differences**
8	**Advanced Analysis and Modeling: Correlation and Bivariate and Multiple Regression**
9	**Brand Positioning: Multidimensional Scaling (MDS), Perceptual Maps**
10	**Segmentation and Targeting: Cluster Analysis, Segment Profiling**

6. Instructional Policies[1]:

- Grading Policy:
    - Final course grades shall be based on at least three (3) general topics each of which has multiple parts which afford multiple demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)
- Policy on Classroom Behavior:
    - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
    - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
    - Talking and other disruptive behavior are not permitted while classes are in session.
    - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
    - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
    - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
    - Students as individuals or teams are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity

(http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

- Campus Computer/Network Usage:
    - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.
- Disabilities:
    - Disabled Students Services (DSS): Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.

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1 Please refer to the most updated university instructional policies posted online.