



Brennan School of Business (BSB)

MKTG 771

Marketing Research

Fall 2017

Tuesday evenings, 6:30 – 9:30pm

COURSE ADMINISTRATION

Instructor: Kelly Page, Ph.D.

Department of Marketing

Brennan School of Business (BSB)

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Office hours: After class or by appointment

Texts: REQUIRED: McDaniel, C. and Gates, R. (2015). *Marketing Research*, 10th Edition. ISBN-13: 978-1118808849 ISBN-10: 1118808843

Amazon: <https://goo.gl/6QZjGp>

Additional handouts/readings pack, to be distributed in class through Canvas.

Learning Outcomes:

1. Students will be able to differentiate and select appropriate marketing research methods (qualitative and quantitative)
2. Students will be able to design appropriate marketing research studies based on multiple criteria
3. Students will be able to carry out or implement marketing research designs through data collection
4. Students will be able to analyze and interpret marketing research results
5. Students will be able to distinguish and apply different statistical concepts
6. Students will be able to develop recommendations and present sound marketing decisions from research results

Assessment:

- 15%** Weekly class discussions
- 25%** Secondary research report
- 40%** Marketing research project (30%) and presentation (10%)
- 20%** Examination of key marketing research methods

COURSE OVERVIEW

As the complexity of issues facing business management has increased in recent years, so has the need for data and information - about the market environment, the competition, and various stakeholders, particularly customers. As such, business managers are increasingly coming into close contact with marketing research. This module focuses on helping managers recognize the role of systematic information gathering and analysis in management decision making and developing an appreciation for the potential contributions and limitations of marketing research.

This course is underpinned by seminal and developing literature in this area and by the increasing interest academically and professionally in the collection, analysis and use of data and information in management decision-making.

Aim

The aim of this course is for participants to develop the knowledge and skills required to design, implement and evaluate commercial marketing research projects. The module will thus equip participants with the skills required to conduct and appraise qualitative and quantitative marketing research projects within the context of management decision-making.

Learning Through Action

My teaching philosophy is that learning is best done actively and through deliberate practice. Learning is something we participate in by working on your own, together in groups or with an entire community of people. Learning is not something that is done to you or something that can occur without your active involvement. Active involvement through participation in class is essential for you, and your peers, to get the maximum benefit from this course.

My goal is to challenge you to learn as much as possible about marketing research by being as a marketing research manager for the duration of the course. You will be responsible for the design, implementation and evaluation of a key research project. You will also be accountable to a board of directors for how successful your marketing research activities are.

The focus of this course is on a course-long individual project. Each week you will update the group on your progress and so it is essential that everyone in the class work together at all times to support each others learning, and that each student participates fully and does their fair share of the work.

Course Approach

To achieve the class objectives, we will use two basic approaches: *Theory, Concepts and Frameworks* and *Marketing in Action*.

Theory, Concepts and Frameworks

We will discuss classic and emerging issues in marketing research. This material will be based on class lectures and selected readings, including articles from *Marketing Research*, *Journal of Business Research*, *Applied Marketing Research*, *Harvard Business Review* as well as some thought pieces in *Fast Company*, *Wired*, and *The Economist* and other business publications. You will be given these for each class and asked to read them in advance.

Marketing in Action

A major focus of the course will be marketing in action through your own design and implementation of an individual management research project. This project you will design and be totally responsible for. It will provide a hands-on opportunity for you to engage in realistic marketing research activities that can aid strategic decision-making.

- ***YOU are the manager and you will be totally responsible for the research project.*** You will take ownership of the decisions you make, you will discuss them with your peers in class, but ultimately you will experience the consequences.

- ***Why will I be conducting a research project?*** This project is the best testing ground for experiencing the complexity of designing, implementing and evaluating marketing research project and reports. It will give you the experience of a very real-world hands-on situations throughout which you will consider real questions such as:
 1. What is a “good” marketing research? The answer of course is, “It depends”. What may look like a solid research in how it is presented may not be when you dig below the surface and evaluate how the research was conducted.

 2. What do you mean by marketing research methods? The best way to fundamentally understand marketing research methods is to experience them yourself ... to jump into a real research situation, to make decisions yourself, to see the response to your activities and to evaluate your own research results.

 3. How do you evaluate marketing research? This is an excellent question and one that we should continually ask ourselves. You will learn how to evaluate the design, implementation and analysis of marketing research data and ultimately how it is often presented to clients.

Course Assessment and Grading

This course involves mostly individual work. There are **four (4)** major course requirements:

Weight	Description	Date
15%	Contributions to class discussions of concepts and readings as well as discussion of each participants research projects. Participation is a key part of this course and a significant part of your grade.	Weekly
25%	Secondary Research Report	October 10 th
40%	Marketing research project (30%) and presentation (10%)	December 5 th
20%	Examination of key marketing research methods	December 12 th

COURSE SCHEDULE

Class	Date	Date	Topic	Reading	Project Homework
0	Tues	Aug. 29	No Class		Consider a topic, company, brand or social issue for project
1	Tues	Sept. 5	Intro to Marketing Research Marketing Research Process <i>Project Discussion</i>	Ch.1&2	Decide Project Topic
2	Tues	Sept. 12	Problem definition and Setting Research Objectives <i>Project Discussion</i>	Ch.3 R1.1	Define Project Research Objectives
3	Tues	Sept. 19	Secondary data Secondary data analysis <i>Lab - Databases</i>	Ch.4 R2.1	Conduct Secondary Research Decide Report to Critique
4	Tues	Sept. 26	Qualitative Research Methods Focus Groups & Depth Interviews Writing a Discussion Guide I <i>Project Discussion</i>	Ch.5	Design a Discussion Guide and conduct interviews or focus groups.
5	Tues	Oct. 3	Observation & Ethnography Qualitative Thematic Reporting <i>Project Discussion</i>	Ch.8 R3.1 R3.2	Observe Participants
6	Tues	Oct. 10	Interviews. Report Critique Writing a Discussion Guide II **Secondary Report Due**		Define Survey Objectives
7	Tues	Oct. 17	Quantitative Research Methods Survey Research Sampling Design I <i>Project Discussion</i>	Ch.6 R4.1 Ch.13&14 R5.1	Define Survey Sample
8	Tues	Oct. 24	Data Measurement Attitude Measurement Scales Questionnaire design <i>Project Discussion</i>	Ch.10 Ch.11 Ch.12 R6.1 R7.1	Define Data Measurement Types Design & Administer Questionnaire (Online)
9	Tues	Oct. 31 Halloween	Coding a questionnaire <i>Project Discussion</i>	Ch.15	Enter and code Responses
10	Tues	Nov. 7	Data processing and basic data analysis – describing the data <i>Project Discussion</i>	Ch.15	Clean and sort data, begin processing.
11	Tues	Nov. 14	Data Processing and basic data presentation - reporting the data <i>Project Discussion</i>	Ch.15	Describe basic data numerically and visually.
12	Tues	Nov. 21	Testing differences Testing relationships <i>Project Discussion</i>	Ch.16&17 R8.1	Analyze Survey Data I
13	Tues	Nov. 28	Making predictions Putting participants into groups Presenting Results	Ch.18&19	Analyze Survey Data I
14	Tues	Dec. 5	**Project Pres. & Reports Due **		Project Due
15	Tues	Dec. 12	**Final Exam**		

In-Class Article Discussion (Available on Canvas)

- R1.1 Baker, S. and Mouncey, P. (2003) The Market Researchers Manifesto, *International Journal of Market Research*, 45 (4), pp.415-33.
- R1.2 Zabriskie, N. B. and (1994). Hullmantel, A. B. Marketing Research as a Strategic Tool. *Long Range Planning*, Vol 27 (1).
- R2.1 Sleight, Peter (2004) “An introductory review of geodemographic information systems”, *Journal of Targeting, Measurement and Analysis for Marketing*, Vol 12, No. 4: 379-388.
- R3.1 Hartman, Jackie (2004) Using Focus Groups to Conduct Business Communication Research. *Journal of Business Communication*, 41 (4), 402-410.
- R3.2 Maclarn, P., and Catterall, M. (2002) Analysing Qualitative Data: Computer Software and the Market Research Practitioner, *Qualitative Market Research: An International Journal*, 5 (1), 28-39.
- R4.1 Manfreda, K. L., Bosnjak, M., Berzelak, J., Haas, I., & Vehovar, V. (2008). Web surveys versus other survey modes: A meta-analysis comparing response rates. *International Journal of Marketing Research*, Vol. 50 (1); pp.79-104.
- R5.1 Assael, Henry, and John Keon (1982), Non-Sampling vs. Sampling Errors in Survey Research, *Journal of Marketing*, 46, 114-123.
- R6.1 Survey Basics from Qualtrics
<https://www.qualtrics.com/support/research-resources/survey-basics/>
- R7.1 Market Research Survey Types from Qualtrics
<https://www.qualtrics.com/support/research-resources/survey-types/>
- R8.1 Data Analysis Guide from Qualtrics
<https://www.qualtrics.com/support/research-resources/data-analysis-guides/>
- R9.1 Malhotra, N. K., and Millier, G. L. (1998) An Integrated Model for Ethical Decisions in Marketing Research, *Journal of Business Ethics*, 17 (3), 263-280.
- R10.1 Niels Schillewaert, Tom De Ruyck and Annelies Verhaeghe (2009). Connected research, *International Journal of Market Research* Vol. 51 Issue 1, pp.11-27.

ABOUT YOUR INSTRUCTOR

Kelly L. Page, PhD is the founder and curator of Live What You Love, LLC, a social design studio impacting change in what it means to be social. With over 18 years creative, social design and digital learning experience, Live What You Love, LLC creates truly social brands, cultures and leaders.

Kelly works at the intersection of social learning, communications and social media participation. She works with individuals and organizations interested in learning how they can be more truly social. She has over 18 years research, learning and consulting experience working with individuals, organizations across business, the arts, education and the social good sectors in the US, Europe and Australia.

Kelly helps people and organization to develop their social vision, voice and ways of working. She has collaborated with industry partners across multiple sectors including:

Social Business | Red Lobster, Flock, Credntia, ADMCi, NativeHQ, ADMCi, MediaSnackers, HuwDavid Design, Digital Analytics Association, The Campaign Palace, DoubleClick Australia.

Education | Illinois Math and Science Academy (IMSA), BSD100, Youth Crossroads Inc., Fulton County School District, St. Patrick's Episcopal Day School, CiTE, Columbia College Chicago, The Third Teacher Plus, Cardiff University.

Social Good | Women and Children's First Chicago, TEDxMontreal, TEDxNaperville, TEDxBeaconStreet, TEDxBlackRockCity, Grateful4Her, Match+Light, Hemingway District Business Association, Insight Labs, Women of the World (WOW) event, AEMM Breast Cancer Awareness Month, Berwyn Parks District (US), Department of Works and Pensions (UK).

The Arts | Australian BodyArt Festival, Audience Architects, The Space Movement Project, Arts & Business Council (A&BC) Chicago, Hedwig Dances, Redmoon Theater Blast Theory, National Theatre Wales, NoFitState Circus, London Southbank Centre.

For her doctorate Kelly examined differences in perceptions and learning of web-based technology between male and female designers and users (2003), and has dedicated over 18 years researching the human-social design of human-web interaction. Her research work is published in: *Journal of Business Research, Studies in Higher Education, Computers in Human Behavior, International Journal of Interactive Marketing, International Journal of Human-Computer Studies, Psychology & Marketing, Behavior & Information Technology, International Journal of Retailing & Distribution Management, Marketing Review, Strategic Change, Journal of Marketing Management, Journal of Consumer Behaviour.*

In 2015 her research work that informed the design of Karen – An App that psychologically profiles you as you play as part of a creative collaboration with digital artists Blast Theory. Karen was featured in *The New York Times, Fast Company, Wall Street Journal* and other leading media publications. Her research work has received awards from IDMA and a BIMA - Best in British Digital.

Kelly is regularly invited to speak on topics such as Social Leadership, The Art of Social Media and Women in Business, Technology and Leadership. She has spoken at TEDx, Ignite and Pecha Kucha and she opened TedxCardiff with her talk: "Rediscovering Friendship." Kelly has delivered workshops, colloquia, talks and creative projects in Wales, England, Scotland, France, Spain, Greece, Sweden, Canada, Australia and the USA.

She is a consultant for the Arts and Business Council (A&BC) of Chicago and Founder and Curator of Live What You Love, LLC and the social initiative, Grateful4Her.

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