

**PENN STATE-ERIE
THE BEHREND COLLEGE
SCHOOL OF BUSINESS**

MARKETING RESEARCH (MKTG 342) - Fall 2009

Instructor:	Dr. Syed Saad Andaleeb
Class time:	Section 1: T-R 2:30-3:45 REDC 102 Section 2: T-R 4:00-5:15 REDC 102
Office hours:	T 12:30 – 1:45 & 5:30-6:45; R 12:30-1:45 Meetings also by appointment Phone: 898-6431; Fax: 898-6223; email: ssa4@psu.edu Room 272 REDC
Text :	Marketing Research, 8th ed. by Carl McDaniel and Roger Gates
Prerequisite:	SCM 200/STAT 200 or equivalent (absolutely necessary)

Research represents an "organized effort" to investigate a question or a problem that requires a solution. For decision-makers, the quality of decisions depends largely on the quality of information available to them; and it is the quality of research that determines the quality of information that managers will have at their disposal. Not surprisingly, research is beginning to play an increasingly important role in helping decision-makers address the various problems and challenges they face. In addition to solving organization-specific concerns, research is also directed at addressing more fundamental questions that have more general implications.

This course is designed to provide a thorough understanding of the processes underlying "scientific" research and to demonstrate the importance of adopting a rigorous methodological perspective when answering research questions or testing hypotheses. Emphasis is on hands-on experience via survey research methodology. There will also be a strong emphasis on quantitative techniques that are commonly used in marketing research. I will endeavor to build on the statistical techniques you have learned in past quantitative courses (e.g., MSIS 200).

Course Objectives: At the end of this course you should be able to:

1. Understand and explain the marketing research process and how different aspects of the process relate to each other.
2. Develop specific research questions, identify constructs and their measures, design survey instruments, draw probability samples, and apply appropriate statistical techniques to answer the research questions.

3. Understand and demonstrate how different analytical techniques are applied to structured and unstructured problems.
4. Design and complete an entire research project. This "hands on" method of learning should be enduring, while building your resume.
5. Become a critical consumer of research. If you ever have to "buy" research conducted by outside agencies, you must know what you are buying because the reports are not always reliable. The course should also help you think of the implications of faulty research and of drawing erroneous conclusions pertaining to a company's strategic decisions.

The course material will be challenging and will compete for time from other courses and your responsibilities elsewhere. Learning to conduct research is a painstaking and arduous process. (I'm not kidding)! You will also need large blocks of time for your project as you work in groups. I also believe that learning occurs when **YOU** take the primary responsibility. If you do not want learning to occur, my sincerest efforts will be of little use. So, be prepared to be in the driver's seat. I see myself as a thought provoker, a resource person, and a guide. Here are some of your responsibilities.

Responsibilities

- * Regular attendance is expected; in fact, missing a class can be to your disadvantage. Absences due to medical reasons, approved college activities, and/or emergencies are exceptions. You are responsible for obtaining materials covered during absences.
- * Late arrival in class is strongly discouraged. Primarily, being late is unprofessional and not taken lightly in business circles. It is also disruptive for the entire class. Please adhere to this requirement. Also, be sure to turn off your cell phones before the class.
- * Active participation in class discussions is highly encouraged. Please share your thoughts and ideas about the various marketing research tools and concepts. Questions are also welcome—in fact, expected—especially since you'll be learning new material.
- * This course also stresses group-work primarily as an alternative learning mechanism through exchange of ideas among peers. It is also common practice in business enterprises to work in teams. Team-work will further enable you to share the demands of project work. It is your obligation to contribute your fair share of time and effort to group projects and assignments. Peer evaluations will be used to assess your contributions.
- * Please review quantitative materials learned in your statistics classes (SCM 200; STAT 200, etc. to allow me to build on these foundations. **THIS IS VERY IMPORTANT!**

Evaluations

Exams: There will be three exams. The exams will focus on your understanding of the important concepts and on your ability to apply the concepts. Please note that there will be no make-up exams except for extenuating circumstance. Since you'll be treading new ground, there will also be an opportunity to earn extra credit in **ONE** of the two mid-term exams if you happen to bomb one! The terms will be established on the extent of the disaster.

Project: The project will entail actual data-related research to enable you to see the connections between the different elements of a research study. It is also intended to give you an in-depth understanding of marketing research practice. Detailed instructions will be provided outlining the requirements at the appropriate time. The project should be conducted in 5-person teams.

Participation : A total of 25 points have been set apart for this component. Fifteen points are allocated for class contributions (critical appraisal, comments, and insights about the materials covered during the semester). Bringing new insights and materials in support of the topics assigned in class should be especially rewarding. Another ten points are for attendance that will be randomly monitored. Missing two classes will result in lowering your attendance points; missing three will result in losing all 10 points.

Assignments: Assignments will be designed for you to practice research skills.

Grade Distribution

Exams (3)	250 points (75+75+100)
Project	125 points (Presentation = 25)
Participation	25 points
Assignments	<u>50 points</u> (Or whatever % is assigned)
	450 total

Grading Policy

A = 92%+	A- = 89-91%		
B+ = 85-88%	B = 82-84%	B- = 79-81%	
C+ = 75-78%	C = 72-74%	D = 65-72%	F = Below 65%

Academic Integrity:

All students must follow the University Policy of Academic Integrity. This pertains to academic dishonesty including, but not limited to, cheating, plagiarizing, fabrication of information, etc. Please familiarize yourself with the policy at: www/pserie.psu.edu/faculty/academics/integrity.htm. I intend to enforce the policy fully.

"Tentative" Course Schedule

Aug 25	Introduction/ Overview	Ch. 1	(Team formation)
27	Importance of Problem Definition	Ch. 3	
Sep 01	Research Process	Ch. 3	
03	Problem selection / certification ORP		
08	Secondary Research	Ch. 4	
10	Qualitative Research	Ch. 5	(Raimey Lab)
15	Qualitative Research & hypotheses formulation	Ch. 5	
17	Measurement	Ch. 10	
22	Measurement/Scales	Ch. 10	ORP certificates due
24	Exam 1 (in class)		
29	Types of Scales	Ch.11	
Oct 01	Questionnaire Design	Ch 12	
06	Questionnaire Design (in class)	Ch.12	
08	Questionnaire Design (Eval/Final)	Ch.12	Draft questionnaire due
13	Sampling Methods and Issues	Ch.13	
15	Sampling/ Size	Ch.14	Final questionnaires due
20	Sampling Size/ Applications		Data collection begins
22	Time off for data collection	Exam 2	(Collect Take Home)
27	Survey Research	Ch. 6	
29	On-line Research	Ch. 7	
Nov 03	Data processing & univariate analysis	Ch.15	
05	Hypothesis Testing (Steps/examples)	Ch.16	
10	Bivariate analysis (differences/proportions)	Ch.16	Data entry completed (Excel)
12	Tests of association (chi-square)	Ch 16	
17	Correlation/ Regression	Ch.17	
19	Regression	Ch.17	
24			
26	Thanksgiving (Put together final report)		
Dec 01	Ethical Issues	Ch. 2	
03	Communicating results	Ch. 19	Exam 3 (Tentative)
08	Presentations		Final Project Due
10	Presentations		

NOTE: Questionnaire design will continue until its completion. Adjustments may be made in the schedule because of the inherently uncertain nature of conducting research; especially, the research approval process could take time.