

MKTG 000 - Market Research**Instructor Information****Name:****Office Phone:****Office Location:****Email:****Welcome to Market Research!**

Research is a necessary component for making business decisions. Therefore, regardless of industry, professionals need to know how to conduct research properly as well as be able to recognize appropriate methodologies and sound techniques given a research objective at hand.

This course provides students the steps used by professionals when conducting market research. Instruction is given on defining the objective, secondary research, qualitative primary research, survey development, sampling techniques, survey distribution, data analysis and communicating results.

By the end of the course, students will be able to conduct professional-level research needed in today's business environments as well as be able to identify the usefulness of research conducted by others.

Texts and Materials

This course uses a digital textbook, supplemental presentations, chapter assignments, quizzes, as well as a comprehensive project and test, all of which can be accessed at <https://edify.stukent.com/app/login>.

Learning Objectives*The Purpose of Market Research*

- Describe why it is important to conduct market research.
- Identify the basic components of research.
- Recognize when market research should be conducted.
- Explain how research teams function within an organization as well as externally.
- Describe the basics of the four concepts of market research, which include primary research, secondary research, quantitative research and qualitative research.

Defining the Research Objective

- Develop sound research objectives and supporting research questions.
- Describe the differences among exploratory, descriptive, and causal research as well as identify examples of each.
- Define the most common market research methodologies.
- Ascribe appropriate research methodologies to a given research need.
- Identify the purpose of and components within the research plan/proposal.

Secondary Research

- Identify key advantages and key limitations of secondary research.
- Describe the difference between internal and external secondary research.
- Recognize the types of sales data collected.
- Explain the use of segmented data as well as be able to articulate the value of geodemographic segmentation tools.
- Collect secondary data from credible sources.
- Develop a secondary research report with proper components.
- Describe the purpose of environmental scanning.

Qualitative Primary Research

- Describe primary qualitative research methodologies.
- Identify when to use focus groups, ethnographic research, and mystery shop studies.
- Develop focus groups, ethnographic research, and mystery shop research plans and data collection tools.
- Identify key techniques used by researchers when collecting data for focus groups, ethnographic research, and mystery shop studies.
- Develop summary reports using focus group, ethnographic, and mystery shop data.

Survey Development

- Explain the components of common types of market research surveys.
- Create surveys that employ best practices in survey development.
- Identify and avoid common survey development mistakes.

Sampling Techniques

- Describe the difference between a census and a sample.
- Calculate an appropriate sample size for a research study.
- Describe the most common types of sampling techniques.
- Explain the importance of proper sampling techniques.
- Develop an appropriate sampling plan for a research study.

Survey Distribution

- Identify best uses as well as limitations of survey distribution methods.
- Craft appropriate and compelling survey invitations and reminders.
- Calculate survey response rates.
- Cite techniques to increase response rates.
- Determine what to look for when choosing online software for a survey project.
- Identify forms of survey implementation bias.
- Explain the importance of adhering to research ethics standards.

Descriptive Data Analysis

- Explain how to prepare raw data for data analysis.
- Identify appropriate descriptive statistics for data summaries.
- Demonstrate the value of cross tabulations when examining market segments.

Inferential Data Analysis

- Develop hypothesis statements.
- Determine correct inferential statistical tests.
- Identify statistics used in sales forecasting.

Communicating Results

- Choose appropriate reporting tools for specific research projects.
- Represent data correctly through proper modes of visualization (charts, graphs, word clouds, importance/performance charts, etc.).
- Develop all components of a primary research report.

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.

Assignments	25%	Course Project	12.5%
Quizzes	25%	Simulation	12.5%
Exam	25%		

Course Schedule

Week	Topics	Readings/ Lecture Series/ Quiz Due	Assignments/Project/Exam	Mimic Market Research Simulation
1	The Purpose of Market Research	Chapter 1	<ul style="list-style-type: none"> • Activate Stukent account • Assignment options: <ul style="list-style-type: none"> • 1.1 • 1.2 • 1.3 	Introduction
2	Defining the Research Objective	Chapter 2	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 2.1 • 2.2 • Comprehensive Market Research Project Part 1 	Rounds 1-2
3	Secondary Research	Chapter 3	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 3.1 • 3.2 • 3.3 	
4	Secondary Research		<ul style="list-style-type: none"> • Comprehensive Market Research Project Part 2 	Round 3
5	Qualitative Primary Research	Chapter 4	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 4.1 • 4.2 • 4.3 	

6	Qualitative Primary Research		<ul style="list-style-type: none"> • Comprehensive Market Research Project Part 3 	Rounds 4, 5, 6
7	Survey Development	Chapter 5	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 5.1 • 5.2 • 5.3 	
8	Survey Development		<ul style="list-style-type: none"> • Comprehensive Market Research Project Part 4 	Round 7
9	Sampling Techniques	Chapter 6	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 6.1 • 6.2 	
10	Sampling Techniques		<ul style="list-style-type: none"> • Comprehensive Market Research Project Part 5 	Rounds 8, 9
11	Survey Distribution	Chapter 7	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 7.1 • 7.2 • 7.3 • Comprehensive Market Research Project Part 6 	
12	Descriptive Data Analysis	Chapter 8	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 8.1 • Survey Results File exercises 1 and 2 	Round 10
13	Inferential Data Analysis	Chapter 9	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 9.1 • 9.2 • Survey Results File exercises 3-6 	
14	Communicating Results	Chapter 10	<ul style="list-style-type: none"> • Assignment options: <ul style="list-style-type: none"> • 10.1 • 10.2 • Survey Results File Exercise 7 	
15	Communicating Results		<ul style="list-style-type: none"> • Comprehensive Market Research Project Part 7 • Presentations • Exam 	Round 11

Quizzes

It is suggested that each quiz be completed prior to assignments and associated project and simulation portions for the week. Completing quizzes at the top of the week helps assure that students understand the concepts from the text and video lectures before applying them to assignments, the course project, and the simulation.

Comprehensive Project

You will work in teams on behalf of a client to help address that client's research objective. As is typical in market research, you will first collect secondary research (information that exists) followed by primary research (original research collected by your team). Your research team will be responsible for the following components:

- Selecting (or determining) a client and research objective
- Developing a secondary research report
- Crafting a focus group moderator's guide
- Developing a survey draft
- Determining an appropriate sample size and plan for your survey
- Programming and distributing your team's survey using online survey software
- Analyzing survey results
- Developing a comprehensive primary research report with client recommendations

Exam

There will be a final exam that consists of multiple-choice and true/false questions.