MGP 249: Marketing Research (WP Program)

Introductory Course Syllabus: Spring 2005

Course Information

- **Session Info:** Saturday Mornings (9 am - 12 noon) [April 2 - June 11, 2005]
- **Meetings:** First day of class: April 2. Last day of class: June 7. 'Final Exam Period' is June 11. NOTE: The Memorial Day weekend might be a problem. Dropping this class will leave us with 9 sessions instead of 10, so, if needed, I will extend the time of some Saturday sessions to 12:30 pm.
- **Text:** Aaker, Kumar, and Day (AKD), Marketing Research, Eighth Edition, Wiley (The adopted version is packaged with SPSS Student Version, which you will need. Ordering the book from alternative sources should be done carefully).*.
- **Packet:** There is no course packet for this course.

Instructor Information

- **Name:** Prof. David S. Bunch
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- **Office hours:** TBA
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Official UCD Catalog Course Description:

Teaches how to design, implement, and evaluate proposals on the gathering of critical marketing information. This includes size of market, demographic makeup, market share of competitors, product attributes, size of market segments, pricing, advertising, sales force, and sales forecasting. Skills to be taught include how to access syndicated research such as Nielson surveys, how to recruit and moderate focus groups, design of questionnaires, random sampling theory, multivariate statistical analysis, conjoint analysis, design of experiments.

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Comments for Spring 2005 Course

The above description is generally accurate, although we would add the following comments: The emphasis in the course will be on using concepts and methods of marketing research to support managerial decision making. A major goal is for students to internalize key concepts in "the marketing research process" which emphasizes the important link between information gathering (which can take on a life of its own) and the underlying purpose (i.e., making good decisions). Due to time constraints, emphasis will be placed almost exclusively on primary research (focus groups and surveys) and quantitative analysis. This course does not address the use of secondary research sources.

Course Approaches

One aspect of this course is that students will work in groups of size two (pairs), and each student group will specify a business problem to study that will require both a focus group and a survey. (The typical problem is usually based on launching a new product or service, but others are possible as long as there is a good "fit" with the requirement for a focus group followed by a survey.) I will work closely with student groups to help specify project scope and goals to ensure proper fit with the course requirements. A number of "milestone" written assignments will be turned in for the group project. In addition, there will be in-class workshops on the SPSS statistical package, and short written assignments on data analysis. A major outcome of this course is: You will learn (once and for all time) how to create a GOOD survey, and you will not contribute to the
number of poorly designed surveys that plague our society!

Course Topics and Schedule

Course topics will generally follow the outline of the textbook, and incorporate the items included in the course description given above. A more detailed schedule will be posted later. The general order of topics is:

1. Introduction/Role of Marketing Research/Marketing research process.
2. Qualitative research (emphasis on Focus Groups)
3. A quantitative framework for modeling consumer behavior.
4. Design of (high quality) survey questionnaires.
5. Data analysis [spread throughout the course].
7. Conjoint analysis and discrete choice models (time permitting).