MGP/T/B 249: Marketing Research
Introductory Course Syllabus: Spring 2013*

Course Information

- Session Information
  - Full Time: Tuesday, 6:30-9:30 pm, 2310 Gallagher Hall
  - Sacramento: Tuesday, 6:30-9:30 pm, 2310 Gallagher Hall
  - San Ramon: Even Saturdays, 9-12 noon & 1-4 pm, 1502 BISRCH


- Software: SPSS Version 21 [although earlier versions (that work!) are acceptable]. The GSM is now providing this software to all students.

- Remark on prerequisites: The second statistics course (203B) is listed as a prerequisite. I am frequently asked if this is necessary. If students are confident in their numeracy, and are willing to take personal responsibility to compensate (including getting help from the instructor), then I will approve exceptions. Historically, about half of each class has not taken 203B prior to taking this course.

Instructor Information

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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. 249
Comments for Spring 2013 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 (that 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 also quantitative analysis. As noted above, this course does *not* address the use of secondary research sources.

Course Approaches

NOTE: Because of the way this course is conducted, it has a *much* heavier than average work load. Please consider whether you can make the commitment required for this course. One of the main course activities requires students to work in groups (probably of size two or three) on a course-long project that addresses business problem with information needs that 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 a 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 huge number of poorly designed surveys that plague our society!).

Course Topics [In approximate chronological order.]

- Role of Marketing Research
- Marketing Research Process
- Overview of Consumer Choice Modeling
- Research Design
- Qualitative Research/Focus Groups
- Primary Data Collection (Overview)
- Introduction to SPSS
- Attitude Measurement and Scaling
- Survey Design
- Data Analysis with SPSS
- Cluster Analysis
- Factor Analysis
- Conjoint Analysis
- Final Project Presentations and Reports