

Marketing Research MKT 302 Syllabus

Instructor: Reem Ahmed Alshehri

Lecturer of Marketing

Building 3 , 2nd floor , Marketing Department Office # 10

Email : raalshehri@ksu.edu.sa

Twitter: @ralshehrish

Website: <http://fac.ksu.edu.sa/raalshehri>

Course Description : This course gives students a “nuts and bolts” understanding of marketing research and provides them with extensive information on how to use it. Written at a level first-time marketing research students understand, this text provides the basic fundamentals of the statistical procedures used to analyze data without dwelling on the more complex and intricate concepts.

Course Objectives:

This course will enable students to learn fundamental concepts in Marketing Research (MR). Data sourcing and collection being the major task of MR, students can get to know types of data sources, data collection methods and instruments. The heart of the MR is Methodology, which equips with methods and designs to plan and implement and conduct successful experiments in social sciences area. The Analysis part deals with tools to tabulate and process the data. Finally it will enlighten them of how MR process to be organized in an understandable report format.

Evaluation Criteria:

| | |
|----------------|----------|
| Midterm | 20 marks |
| Cases | 10 marks |
| Research paper | 30 marks |
| Final Exam | 40 marks |
| Total | 100 |

**** NOTE:** please note that there are no Make-up exams!!!!!!

Required References:

1. **Marketing Research** 6/e , Alvin Burns / Prentice Hall ISBN: 9780137135998
http://wps.pearsoned.co.uk/ema_ge_burns_research_6/
2. The Basics of APA Style
<http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>
3. SPSS Student Assistant; The SPSS Student Assistant is a learning aid developed for your book. Use this tutorial to familiarize yourself with the features and use of SPSS.
http://wps.pearsoned.co.uk/ema_ge_burns_research_6/152/39131/10017732.cw/index.html
4. Additional articles TBA.

Recommended references:

Marketing Research 3e , Naresh K.Malhotra / Prentice Hall ISBN : 0-13-013162-8

Detailed Curriculum

Introduction to Marketing Research: Concept and Definition of Marketing Research, Classification of Marketing Research, Role of Marketing Research in MIS and DSS, Marketing Research Process, Ethics in Marketing Research.

Defining and Developing the Marketing Research Problem and Approach: Defining the Problem, Process of Defining the Problem and Developing an Approach – Tasks: Discussions with the Decision Maker, Interviews with Industry Experts, Secondary Data Analysis, and Qualitative Research. Environmental Context of the Problem: Past Information and Forecasts, Resources and Constraints, Objectives, Buyer Behavior Legal Environment, Economic Environment, Marketing and Technological Skills. Management Decision Problem and Marketing Research Problem, Defining and Components of Marketing Research Problem: Objective/Theoretical framework, Analytical Model, Research Questions, Hypotheses and Relevant Characteristics.

Research Design: Definition, Classification, Exploratory Research, And Descriptive Research: Cross Sectional Designs, Longitudinal Designs, Advantages and Disadvantages of both. Causal Research. Relationship among Exploratory, Descriptive and Causal Research. Sources of Error: Random Sampling Error and Non-sampling Errors. Budgeting, Scheduling and Proposal of Marketing Research Project.

Exploratory Research Design – (A) Secondary Data: Overview, Primary versus Secondary Data, Advantages and Disadvantages of Secondary data, Criteria for Evaluating Secondary Data, Classification of Secondary Data. **(B) Qualitative Research:** Overview, Rationale for Using Qualitative Research, Classification of Qualitative Research Procedures: Focus group Interviews, Depth Interviews and Projective Techniques.

Descriptive Research Design - Survey and Observation : Overview, Classification of Survey Methods, Comparative evaluation of Survey Methods, Observation Methods, Classification of Observation Methods, Comparative Evaluation of Observation Methods, Comparison of Survey and Observation Methods.

Causal Research Design – Experimentation : Concept of Causality, Conditions of Causality, Definition of Symbols, Validity of Experimentation, Extraneous variables Effecting Experiments, Controlling Extraneous Variables. Classification of Experimental Designs: Pre Experimental Designs, True Experimental Designs, Quasi Experimental Designs, Statistical Designs. Laboratory versus Field Experiments, Experimental versus Non experimental Designs, Limitations of Experimentation. Test Marketing, Types of Test Marketing, Determining a Test Marketing Strategy.

Measurement and Scaling : - (A) Comparative Scaling : Concept of Measurement and Scaling, Primary Scales of Measurement, Types of Comparative Scaling Techniques.

(B) Non comparative Scaling : Concept of Noncomparative Scaling Techniques, continuous Rating scale, Itemized Rating Scales, Noncomparative Itemized Rating Scale Decisions, Multi item Scales.

Design of Instrument : Definition of Questionnaire, Objectives of a Questionnaire, Questionnaire Design Process, Type of Interviewing Method, Deciding Question Content, Overcoming Inability to Answer, Overcoming Unwillingness to Answer, Choosing Question Structure, Choosing Question Wording, Determining the Order of Questions.

Sampling : (A) Design and Procedures - The Sampling Design Process, Classification of Sampling Techniques, No probability Sampling Techniques, Probability Sampling Techniques **(B) Sample Size Determination** – Definition and Symbols, The Sampling Distribution, Statistical Approaches to Determining Sample Size, The Confidence Interval Approach for Sample Size Determination for Means and Proportions. Other Probability Sampling Techniques, Adjusting the Statistically Determined Sample Size. Non response Issues in Sampling.

Field Work and Data Preparation : The nature of Field Work, Field Work/Data Collection Process, Selection, Training and supervision of Field workers, Validation and Evaluation of Field Work. The Data Preparation Process, Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistically Adjusting the Data, Identifying the Data Analysis Tools. Frequency Distribution. Statistics Associated with Frequency Distribution.

Hypothesis Testing : Introduction to Hypothesis Testing, Procedure for Hypothesis Testing, Cross-Tabulations, Statistics Associated with Cross-Tabulation, Hypothesis Testing Related to Differences, Parametric Tests, Non-Parametric Tests.

Analysis of Variance and Covariance : Relationship among Techniques, One-Way Analysis of Variance and Assumptions, Statistics Associated with One-Way Analysis of Variance, Conducting One-Way Analysis of Variance, N-Way Analysis of Variance, Analysis of covariance, Issue in Interpretation, Relative Importance of Factors, Repeated Measure ANOVA, Nonmetric Analysis of Variance, Multivariate Analysis of Variance.

Correlation and Regression : Product Moment Correlation, Partial Correlation, Non metric Correlation, Regression Analysis, Bivariate Regression, Statistics Associated with Bivariate Regression Analysis, Multiple Regression, Statistics Associated with Multiple Regression, Multicollinearity, Analysis of Variance and Covariance with Regression.

Advanced Research Tools : (A) Discriminant Analysis – Basic concept, Relationship to Regression and ANOVA, Discriminant Analysis Model, Statistics Associated with Discriminant Analysis, Conducting Discriminant Analysis, Multiple Discriminant Analysis.

(B) Factor Analysis : Basic Concept, Factor Analysis Model, Statistics Associated with Factor Analysis, Conducting Factor Analysis. **(C) Cluster Analysis** : Basic concept, Statistics Associated with Cluster Analysis, Conducting Cluster Analysis. **(D) Multidimensional Scaling(MDS)** : Basic Concepts in Multidimensional Scaling, Statistics and Terms Associated with MDS, Conducting Multidimensional Scaling, Assumptions and Limitations of MDS. **(E) Conjoint Analysis** : Basic Concepts in Conjoint Analysis, Statistics and Terms Associated with Conjoint Analysis, Conducting Conjoint Analysis, Assumptions and Limitations of Conjoint Analysis.

Report Preparation and Presentation : Importance of the Report, Presentation and Process. Report Preparation, Oral Presentation, Reading the Research Report, Research Follow-up.

International Marketing Research : Marketing Research Goes International, A Framework for International Marketing Research, Survey Methods, Measurement and Scaling, Questionnaire Translation.