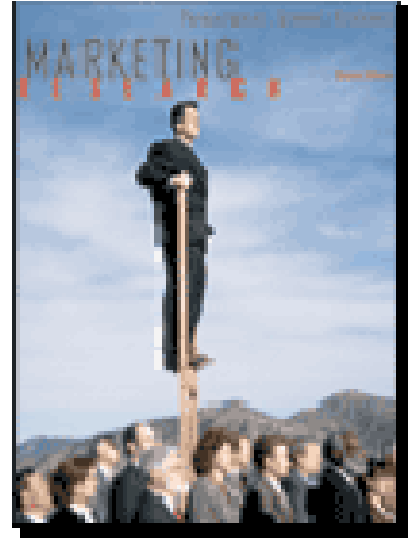




Office	Office Hours	Sched	Day	Time	Room
SSE 3106	MW1500-1600 MW 2100-2200	22433	MW	1900 2050	BA-247

Instructor: Rick English
 Email: mkt470@cox.net
 Web: www.rohan.sdsu.edu/~renglish

- | Course Objectives | |
|--|---|
| <ul style="list-style-type: none"> To familiarize students with a variety of popular techniques used in the collection and analysis of marketing research information and, within the constraints of the course, to develop their proficiency in their use and interpretation. To provide students with an understanding of what marketing research can and cannot realistically achieve for management decisions. To have students gain perspective and practice in applying techniques and interpreting findings. To develop the ability to apply marketing research knowledge in particular and concrete situations. Gain adequate experience in designing | <ul style="list-style-type: none"> and executing marketing research projects. To study emerging trends in marketing research and understand the applications of database marketing, e-commerce and relationship marketing in the area of marketing research. To provide a basic understanding of common statistical techniques commonly used in marketing research and analyze data using SPSS statistical software. To improve effectiveness in written and verbal communication through reasoned argument To gain adequate experience in designing and executing marketing research projects. To implement the process of research design through collection of data. |



Pictures

I like to be able to put a face to a name. In the past, class size has made this a daunting task. So, I am going to try something fun. If you will email me a picture of you before the fourth class meeting, then you will earn some extra credit. I want a clear, recognizable headshot. Your baby picture, Halloween picture, or pictures of the three stooges are not acceptable. To send me a picture click on the link "Pictures" on the right side of my 470 web site. Follow the instructions. If you don't have a photo then come to my office where I'll try to have my digital camera handy.

Textbooks		
Title	Marketing Research	SPSS for Windows
Author	Parasuram, Grewal & Krishnan	George & Mallery
Publisher	Houghton Mifflin	Allyn and Bacon

Course Prerequisites

You have already completed one or more courses in Marketing and two courses in Statistics [Stat 119 and IDS 301]. This course focuses in part on application of statistical tools to marketing research problems or issues. To be eligible for this course, you must have completed both MKT 370 and IDS 301 with a grade of C [2.0] or better.

If you are taking or retaking one of these courses this semester then you are NOT eligible.

Grading	
A	93.33
A-	90.00
B+	86.67
B	83.33
B-	80.00
C+	76.67
C	73.33
C-	70.00
D+	66.67
D	60.00
F	<60

Attendance Bonus

Class attendance is considered meaningful. You get a bonus just for coming to class. Here is how it works. We are scheduled for 30 classes. Each class is worth two points. That gives a total of 60 points. I will take attendance each class. If you are on time then you get two (2) points. If you are late, even by an instant, then you get one (1) point. You **cannot** get the bonus points if you are not in class, regardless of the reason. But you will never be penalized for missing a class or being late.

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Date	Topic	Readings	Cases	
1/23	Introduction			
1/28	Basics of Using SPSS*	SPSS-1-5 & install SPSS		
1/30	Introduction to Marketing Research	MR-01	Hummer	Nike A
2/4	Research Process	MR-02	Dunkin Donuts	L&H Mkt Res
2/6	Types of Marketing Research	MR-03	Aleve	Grants
2/11	Secondary Data and Secondary Sources of Information	MR-04	Time	Harley
2/13	Primary Data Collection	MR-06 Proposals Due	Nat Geographic	Colgate
2/18	Exam 1			
2/20	Qualitative Research	MR-07	Burger King	Hallmark
2/27	Questionnaire Design	MR-10	This Study	Burdines-Macy
3/3	Measurement and Scaling	MR-09	Don's Auto	Ruby's
3/5	Sampling	MR-11	Nike B	Exit Polls
3/10	Data Preparation and Initial Data Analysis	MR-12	Puma	Rockbridge A
3/12	Frequencies & Descriptive Stats*	SPSS-6, 7		
3/17	Exam 2			
3/19	Survey Pretest	Bring your survey for testing		
3/24	Hypothesis Testing	MR-13	Rockbridge B	Pankey
3/26	Means, T-Test, AVOVA *	SPSS-9, 11, 12		
4/7	Examining Association of Variables	MR-14	Athenaeum A	Pankey B
4/9	Correlation & Regression *	SPSS-10, 15, 16		
4/14	Experimentation	MR-08	Polaroid	Land's End
4/16	Overview of Multivariate Analysis	MR-15	Athenaeum B	Pankey C
4/21	GIS Applications in Marketing	MR-05	Gold's Gym	Mammography
4/23	Research Results	MR-16	National Ins	Pankey D
4/28	Presentation planning	Projects due at midnight		
	4/30, 5/5, 5/7	Presentations		
5/14	Exam 3 1900-2100			

* Bring Labtops with SPSS installed

Grading		Grading Rubric for Case Discussions					
		1	2	3	4	5	
60	Three exams will be given. No exam grades may be dropped.	Score	Minimal Response Poorly prepared	Attempted Response	Adequate Response used material from the chapter to support response	Good Response Use material from the text and showed insight into the underlying issues	Excellent Response Used text and outside references. Creative approach to the answer.
15	Written Project						
15	Cases & Participation						
5	Instructor's Evaluation In Class Sales Presentation						
3	Student Evaluation In Class Sales Presentation						
2	Peer Review						
100%							

Case Studies

The first half of each class will be a lecture that quickly covers the chapter. I will use either the author's PowerPoint presentation or my own HTML outline. Both formats are on my website.

After the lecture, we will arrange chairs to provide maximum interaction. Each student will display an easily readable name card either on the desk or pinned to clothing.

I will then call upon a student, selected at random, to answer the first question about the first case. That student's response will be graded on a scale from 1 to 5 according to the Rubric above. If no discussion ensues then I will select another student at random to comment on the response. All responses will be noted and count toward class participation. There are 32 cases with 2-3 questions apiece. You can expect to be called at least twice during the semester for a primary answer and twice for a response.

A grade of zero will be awarded if you are not present when your name comes up or if you decline to respond.

Research Project & Lab

The research project can be based on your current job some other organization that you wish to study. I am active in a non-profit trade association that is making major structural changes. I can suggest many topics that might help this organization. Ideally the product will involve secondary and primary data. Although a really robust study utilizing all secondary data would be acceptable.

The key is application of topics or techniques used in the course. You only have about 10 weeks to form teams, propose a topic, gather background and secondary data, design an instrument, collect data, analyze data and put the results into reports.

That means 5-6 students per team. Your fellow team members will evaluate you at the end of the project. A bad peer review will impact your final grade significantly. Once teams are formed, I will not interfere in team dynamics. Nor will I change your "peer review" in any way. (Even if you think you can prove that it is grossly unfair)

You have all been in team projects before. This will probably be the most demanding that you have faced to date. So chose teammates carefully, quickly play a very active role in the project.

The lab that is part of this class is to allow you to learn SPSS and to work on the project. Your team should agree to meet at least three hours per week. I can arrange to be at some of your meetings but you must give me advance notification.