TERM: Fall 2007

INSTRUCTOR: John C. Wurst, Ph.D.
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OFFICE HOURS
MWF: 2:30-3:30

REQUIRED TEXT

COURSE DESCRIPTION
The value and methods of marketing research in the context of business decision making. The course first stresses the process of obtaining information, and then emphasizes the use of this information to reduce the risks in marketing decision making.

PREREQUISITES
Prerequisites: MARK 3000 and MSIT 3000 or STAT 3000
Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES.
Upon completion of this course, each student should be able to:

- Realize the importance of marketing research in making effective marketing decisions
- Understand the relevance of secondary data in marketing
- Understand the advantages and disadvantages of major primary data collection methodologies (survey, focus group, observation, experimentation)
- Understand the importance and application of appropriate statistical methods in marketing research
- Be able to assess, evaluate and communicate research findings.

TOPICAL OUTLINE
- Definition and importance of marketing research
- Problem definition and approach
- Introduction to research design
- Secondary data
- Emerging information technology as it applies to marketing research
- Qualitative research
- Survey and observation
- Experimentation
- Measurement and scaling
- Questionnaire design
- Sampling
- Data collection and preparation
- Application of statistical methods
- Reporting Results
Text Readings

<table>
<thead>
<tr>
<th>Text Readings</th>
<th>Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1,2</td>
</tr>
<tr>
<td>(Role of Marketing Research &amp; Gathering Marketing Intelligence)</td>
<td></td>
</tr>
<tr>
<td>Research Process and Problem Formulation</td>
<td>3,4</td>
</tr>
<tr>
<td>Research Design and Exploratory Research</td>
<td>5</td>
</tr>
<tr>
<td>Descriptive and Causal Research Designs</td>
<td>6</td>
</tr>
<tr>
<td>Secondary Data</td>
<td>7</td>
</tr>
<tr>
<td>Standardized Marketing Information Services</td>
<td>8</td>
</tr>
<tr>
<td>Collecting Primary Data</td>
<td>9</td>
</tr>
<tr>
<td>Collecting Information by Communication and Observation</td>
<td>10,11</td>
</tr>
<tr>
<td>Measurement and Scaling</td>
<td>12,13</td>
</tr>
<tr>
<td>Questionnaires and Data Collection Forms</td>
<td>14</td>
</tr>
<tr>
<td>Sampling</td>
<td>15,16</td>
</tr>
<tr>
<td>Field Work and Nonsampling Errors</td>
<td>17</td>
</tr>
<tr>
<td>Data Prep and Basic Analyses</td>
<td>18,19</td>
</tr>
<tr>
<td>Analysis of Multiple Variables Simultaneously</td>
<td>20</td>
</tr>
<tr>
<td>Reporting Results</td>
<td>21</td>
</tr>
</tbody>
</table>

EVALUATION

- 4 Exams (equally weighted) 60%
- Class project 30%
- Class participation 10%

EXAMINATION MAKE-UP POLICY
Missed exams will be handled on an individual basis.

ATTENDANCE POLICY
Students are expected to attend class. As stated above, class participation is 10% of the course grade.

ACADEMIC INTEGRITY
All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work. The policy can be found at http://uga.edu/honesty.

STUDENTS WITH DISABILITIES
Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment.

CHANGES TO THIS SYLLABUS
The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for keeping up with all assignments, even if you miss the class in which an assignment was announced.

EXAM SCHEDULE, COURSE ASSIGNMENTS AND DUE DATES

- Exam I Sept. 14
- Exam II Oct. 10
- Exam III Nov. 7
- Exam IV (final) Dec. 14 (12:00 pm-3:00 pm)

Project proposals due Sept 19
Final projects due Dec. 5.