

MARKETING 7320  
Application of Marketing Research Techniques II  
(Continuation of MARK 7220)  
Course Outline  
Spring 2008

Instructor: Rich Fox  
137 Brooks Hall  
542-3761

Office Hours: 2:00 – 3:30 T, TH (and by appointment)

Text: Selected Chapters from Crask, Fox & Stout, *Marketing Research: Principles and Applications*

Location Caldwell 206  
11:00 – 12:15

- Objectives:
- Develop understanding of frequently used marketing research techniques, their relative strengths and weaknesses, and what approaches are appropriate in given situations.
  - Develop understanding of how marketing research results are integrated into the marketing decision-making process. Case presentations and discussions used to demonstrate applications of marketing research.

Grades:	Presentation	10%	Mid-Term	40%
	Research Design Problem	10%	Final Exam	40%

- Presentations:
- Individual topics assigned to teams
  - Presentations about 30 minutes each

Reading Assignments: Various readings from main library references (see reading list) will be assigned.

## **SCHEDULE**

T	1/8	Course Introduction
TH	1/10	Advertising Research Methods
T	1/15	TV Copy Testing Methods Validity Issues, STARCH Tests, etc.
TH	1/17	Assignment: Read Chapter 15 of Text
T	1/22	
TH	1/24	Name and Package, and Price Research
Thru		Assignment: Read Chapter 13 of Text
TH	2/7	
T	2/12	Positioning and Segmentation Research
Thru		Correspondence Analysis
TH	2/28	Assignment: Read Chapter 12
T	3/4	MID-Term Exam
TH	3/6	Simulated Test Marketing, Assessor Model,
Thru		
TH	4/10	
M	3/10 thru F 3/14	SPRING BREAK
T	4/15	Miscellaneous Topics: Stochastic Customer Lifetime Value Analysis Model (Absorbing State in Markov Process)
Thru		
TH	4/24	

### **POTENTIAL PRESENTATION TOPICS**

- (1) Geodemographic Segmentations Systems
- (2) Competitive Intelligence and Marketing Research
- (3) Psychographic Segmentations Systems (VALS II)
- (4) IMS/Monitoring Pharmaceutical Sales
- (5) History of Marketing Research
- (6) Researching Movies / Celebrities
- (7) Consumer Trends and Impact on Business