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  1/26  Assignment: Read Chapter 13 of Text
TH  2/7

T  2/12  Positioning and Segmentation Research
Thru  2/17  Correspondence Analysis
TH  2/28  Assignment: Read Chapter 12

T  3/4  MID-Term Exam

TH  3/6  Simulated Test Marketing, Assessor Model,
Thru  3/8
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  4/24

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