

Marketing Research
MARK 4000
Course Syllabus

TERM : Fall 2008

INSTRUCTOR: John C. Wurst, Ph.D.
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OFFICE HOURS

MWF: 2:30-3:30

REQUIRED TEXT

Basic Marketing Research, 6th Edition, by G. Churchill and T. Brown, Thomson South-Western

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 Any student not meeting prerequisites will be administratively withdrawn from the class.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	Chapters
Introduction	
(Role of Marketing Research & Gathering Marketing Intelligence)	1,2
Research Process and Problem Formulation	3,4
Research Design and Exploratory Research	5
Descriptive and Causal Research Designs	6
Secondary Data	7
Standardized Marketing Information Services	8
Collecting Primary Data	9
Collecting Information by Communication and Observation	10,11
Measurement and Scaling	12,13
Questionnaires and Data Collection Forms	14
Sampling	15,16
Field Work and Nonsampling Errors	17
Data Prep and Basic Analyses	18,19
Analysis of Multiple Variables Simultaneously	20
Reporting Results	21

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. 17
Exam II	Oct. 10
Exam III	Nov. 7
Exam IV (final)	Dec. 15 (8:00 – 11:00 a.m.)

Project proposals due Sept 22

Final projects due Dec. 9.

