

**MARKETING 7220**  
**Application of Marketing Research Techniques I**  
**Course Outline**  
**Fall 2008**

Instructor: R. Fox  
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Office Hours: 3:30 – 5:00 T, TH (and by appointment)

Text: Selected Chapters from Crask, Fox & Stout, *Marketing Research: Principles and Applications* (Preliminary 2<sup>nd</sup> ed. Revised) (Packet available in Bookstore)

Location: 206 Caldwell  
9:30 – 10:45 T, TH

- Objectives:
- Provide overview of role of marketing research in corporate decision-making
  - Develop understanding of frequently used marketing research techniques, their relative strengths and weaknesses, and what approaches are appropriate in particular situations. Topics discussed include perceptual mapping techniques, idea generation methods, concept testing, product tests, principles of experimentation, and copy testing techniques.
  - Develop understanding of how marketing research results are integrated into the marketing decision-making process. Case presentations projects and discussions used to demonstrate applications of marketing research.
  - Provide introduction to manipulation of large marketing/customer databases (SAS as data management software).
  - Develop understanding of value of marketing research in exploring new product/service ideas; become skilled at using available resources to explore and assess opportunities.

Grades:

Presentation/Case	15%
Midterm	30%
Final Exam	30%
SAS Project	10%
New Product Project	15%

- “Case” Presentations:
- Teams of 2-3 students each
  - “Seed materials” provided each group
  - Stress marketing research applications
  - Presentations about 30 minutes each (use Powerpoint)
- Projects:
- (1) Develop New Product Brief for new product or service. Brief will include essential information required by management to assess merits of new idea, supported by secondary data.
  - (2) Analyze usage/user traits associated with particular brand by applying SAS code to transaction and customer databases.
- Reading Assignments: Various readings from main library references (see Reserve List) will be assigned.

## **SCHEDULE**

T	8/19	Introduction; Role and Importance of Marketing Research; Growth of
TH	8/21	Marketing Research Industry; Types of Marketing Research
T	8/26	Assignment: Read Chapter 1 of Text
W	8/27	Library Presentation (2-3)
T	8/28	Experimental Research
thru		New Product Project
TH	9/18	Assignment: Read Chapter 3
T	9/23	Syndicated Data
TH	9/25	Assignment: Read Chapter 5
T	9/30	SAS as Data Management and Analysis Tool
TH	10/2	Analysis of Household Purchase Data Assignment
T	10/7	
TH	10/9	Idea Generation, Concept Development, Concept Testing;
T	10/14	Presentations
TH	10/16	Perceptual Mapping, Read Chapter 10
T	10/21	MID-TERM EXAM
TH	10/23	Career Fair
T	10/28	Product Testing
thru		Presentations
T	11/11	Read Chapter 11

TH	11/13	Advertising Research- Copy Testing;
thru		ARS Copy Testing System; Link Ad Testing System;
TH	11/20	Issues of Reliability and Validity;
		Starch Tests for Print Ads
		Presentations
		Assignment: Read Chapter 15
11/24 thru 11/30		THANKSGIVING BREAK
T	12/2	New Product Team Presentations
TH	12/4	Review for Final Exam
T	12/16	FINAL EXAM, 8-11 a.m.