

MARKETING 7320  
Application of Marketing Research Techniques II  
(Continuation of MARK 7220)  
Course Outline  
Spring 2009

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  
9:30 – 10:45

- 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:	New Product Presentation / Report	20%	Mid-Term	35%
	Participation	10%	Final Exam	35%

- Presentations:
- New Product / Service Idea
  - Presentations about 30 minutes each

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

## SCHEDULE

TH	1/8	Introduction; Review of MARK 7220 Final
T	1/13	Product Testing – Intensity of Preference, Parity Testing, Consumption Rates Advertising Research Methods
TH	1/15	TV Copy Testing Methods Validity Issues, STARCH Tests, etc.
T	1/20	Assignment: Read Chapter 15 of Text
TH	1/22	
T	1/27	
TH	1/29	Name and Package, and Price Research
Thru		Assignment: Read Chapter 13 of Text
TH	2/5	
T	2/10	Positioning and Segmentation Research
Thru		Correspondence Analysis
T	3/3	Assignment: Read Chapter 12
TH	3/5	MID-Term Exam
M 3/9 thru F 3/13		SPRING BREAK
T	3/17	Simulated Test Marketing, Assessor Model, Estimating Trial and Repeat for New Products, Markov Models
Thru		
T	4/28	Assignment: Read Chapter 14