

**NORTHWESTERN UNIVERSITY
KELLOGG SCHOOL OF MANAGEMENT**

**Marketing 450 – section 76
Research Methods in Marketing**

**Professor Eyal Maoz
Summer 2009**

Nature and purpose of course

The broad objective of this course is to provide a fundamental understanding of marketing research methods employed by the better-managed firms in the industry and proposed by leading academicians. The course is aimed at **the manager** who is the ultimate user of the research and the one responsible for determining the scope and direction of research activities. The techniques of research design, data collection, and data analysis occupy an important space in the work of a marketing manager. This course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions. The aim is to develop an appreciation for the potential **contributions and limitations** of marketing research. The emphasis of the course will therefore be on the planning stages of the research rather than data analysis. Different instructors have different approaches to this issue so if you rather play around with numbers – shop around!

Content and Organization.

The course mainly addresses the more qualitative and conceptual aspects of marketing research. The topics include problem definition, research design, data collection methods (exploratory, descriptive and causal), questionnaire design, measurement issues, and sampling schemes. Time permitting; the course will also address some formal methods of data analysis with the focus primarily on the interpretation and use of research data.

Materials

1. Gilbert A. Churchill, Jr. & Dawn Iacobucci. Marketing Research - Methodological Foundations, 9th Edition - **not compulsory!** I find the book helpful and a great resource once the course is over but I have gotten complaints from students in the past since I don't teach or test out of the book directly – your choice! You are also welcome to buy earlier editions. You do need the next 2 resources:
2. 450 **Case Packet**.
3. **Slides**, which may be downloaded, from the course web site and printed as note pages or regular slides

Also Recommended: G. Jarboe, The Marketing Research Project Manual. 4th Ed. South-Western College Publishing – Great resource for project!

Course Pre-requisites.

1. Marketing 430.
2. Decision Science and Statistics (434).

Project.

A field project will closely accompany this course. The projects will be done in groups of four to six students, and the groups will be self-selected. Each team will find a client and conduct an agreed upon research project.

Copies of earlier student projects done for this course will be available. They should give you a good idea of what is expected.

You will present your project to the rest of the class on the last class of the quarter. These presentations are graded and required. The final version of the paper is due on the last day of class.

Class Sessions.

Rather than merely rehashing concepts discussed in the readings, class sessions will be devoted to probing, extending, and applying this material. Analysis of articles, cases and examples will form the basis for applying concepts to real-world situations. Students are expected to have read and analyzed all reading material thoroughly prior to coming to class, either alone or in a group.

As a rule, full attendance is required for all sessions. If a student is unable to attend class she/he should notify the instructor in advance. The student will be responsible for everything covered or announced in class on that day.

Honor Code.

The honor code will be applied to the course in the following manner: The examinations are to be done on an individual basis, without access to any previous exams. If you come across one, you should return it to the instructor. Any violations of these guidelines constitute a violation of the honor code and should be reported to the instructor.

Grading.

The grades will be computed as follows:

Class participation -	10%
Project -	40%
Final Exam -	50% The final exam will be a take-home

Daily Class Schedule

Marketing 450

Prof. Eyal Maoz

Class 1+2+3

Topics: Introduction to course

Data Types

The marketing research process

The value of marketing research

Readings: 'Backward' Market research

Cost Conscious marketing research

The importance of Client Participation in research

Class 4

Topics: Problem formulation

Research design

Case: Beacon Street Girls

Class 5+6

Topics: Exploratory research

Readings: An Application of Focus Groups ...

Qualities of a Master Moderator

Seven Rules for observational Research

Group Dynamics

The fourfold path to Figuring out What Your Customers Really Want

Class 6+7

Topics: Descriptive research

Data collection methods

Readings: Telephone Survey Methods: The state of the art

This is not a Sales Call

Asking the Right Questions in telephone interviews

Statement of Intent and key Tenets

The Exploratory open-ended question

Class 8

Topics: Questionnaire design

Measurement and scaling

Sampling and sample Size

Readings: Comment Cards and Rating Scales.

The Numbers game: refining multi-point scales

Increasing survey accuracy

Confidence-Intervals and Sample size

Class 9

Topics: Casual Research

Validity Issues

Readings: Advertising Experiments at the Campbell Soup Company

The Marketing Blunder of the Century

How TV advertising works: A meta-analysis of 389 Real World...

Cases: Short Cases on Experimental Design

Another topic (If Time permits):

Topic: Data Analysis - Crosstabs

Cases: Tulsa Central Business District