

Course Outline

**Department of Marketing, International Business, and
Entrepreneurship
School of Business and Economics**

**MKTG 3480-3
Marketing Research (3,0,0)**

Calendar Description

Students develop an understanding of marketing research and its values in analyzing consumers, markets, and the environment. Topics include an introduction to market research, the marketing research industry and research ethics, the marketing research process, secondary data and databases, qualitative research, traditional survey research, online marketing research, primary data collection, measurement, questionnaire design, basic sampling issues, sample size determination, and statistical testing.

Educational Objectives/Outcomes

Upon completing this course, students will:

1. Describe the importance of marketing research in shaping marketing decision.
2. Explain the various types of firms and their functions in the marketing research industry.
3. Identify the steps in the marketing research process.
4. Understand the pros and cons of using secondary data.
5. Discuss the advantages and disadvantages of qualitative research.
6. Compare the types of surveys and the types of errors in survey research.
7. Utilize marketing research techniques in an online environment.
8. Examine experimental validity and compare types of experimental designs.
9. Analyze the four levels of scales measurement and types of attitude scales.
10. Design a questionnaire.
11. Explain the different types of sampling.
12. Calculate appropriate sample sizes.
13. Apply statistical testing in generating marketing information.

Prerequisites

MKTG 2430 or MKTG 3430; ECON 2330 or equivalent

Co-requisites

None

Texts/Materials

Student Evaluation

Tests/quizzes	30-50%
Case studies/research projects/assignments	30-45%
Class attendance/participation	0-10%
Research project	0-30%
Final exam	0-40%

Course Topics

Mandatory Topics

1. Introduction to Marketing Research
 - Purpose of marketing research
 - Marketing research definition
 - History of marketing research
 - Marketing research environment
2. The Marketing Research Industry and Research Ethics
 - Nature of corporate marketing departments
 - Various types of firms and their functions in the marketing research industry
 - Impact of internet on the marketing research industry
 - Who uses marketing research
3. Marketing Research Process
 - Problem definition process
 - Steps involved in the marketing research process
 - Pros and cons of survey, observation, and experiment research techniques
4. Secondary Data and Databases
 - How firms create an internal database
 - Pros and cons of using secondary data
 - Role of the Internet in obtaining secondary data
5. Qualitative Research
 - Defining qualitative research
 - Exploring the popularity of qualitative research
 - Gaining insights into conducting a focus group
 - Other forms of qualitative research
6. Traditional Survey Research
 - Reasons for the popularity of survey research
 - Types of survey
 - Types of errors in survey research
7. Online Marketing Research

- Internet search strategies
- Gaining insights into survey research on the Internet
- Types of online focus groups

8. Primary Data Collection

- Nature of experiments
- Experimental settings
- Examining experimental validity
- Comparing types of experimental designs
- Approaches to observation research
- Types of human observation
- Observation research on the Internet

9. Measurement

- Concept of measurement
- Four levels of scales
- Reliability and validity
- Scaling
- Some basic considerations in selecting a type of scale

10. Questionnaire Design

- Process of questionnaire design
- Criteria for a good questionnaire
- Three basic forms of questions

11. Basic Sampling Issues

- Concept of sampling
- Steps in developing a sampling plan
- Differences between probability samples and non-probability samples

12. Sample Size Determination

- Statistical methods for determining sample size
- Population, sample, and sampling distribution
- Point and interval estimates

13. Statistical Testing

- Concept of hypothesis development and how to test hypotheses
- Type I and type II errors
- Statistical tests of goodness of fit
- Hypotheses about one mean, hypotheses about two means, and hypotheses about proportions

Optional Topics

14. Bivariate Correlation and Regression

- Correlation analysis
- Regression analysis
- Coefficient of determination

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional