

## **MARKET RESEARCH OUTLINE**

### **Course Overview:**

The general objective of this course is to develop the ability to conduct marketing research and provide information for marketing decision making with the use of marketing case studies. The broad course objectives are to help students understand the central concepts of marketing research, the methods of conducting marketing research and how to use research (SPSS Tutorials) to solve the problems faced by a marketing manager.

### **Learning Outcomes:**

The Learning Outcomes of the course include the ability to:

1. Understand the marketing research process, the kinds of information it can provide, and how it is used by marketing management.
2. Understand the theory of concept and construct measurement as applied to market, product and consumer research.
3. Understand how to avoid errors when conducting research, including the selection of appropriate research designs.
4. Experience developing a sampling plan.
5. Experience developing a professional survey and organize the survey flow.
6. Create a questionnaire that will address your identified marketing research objectives.
7. Select appropriate data collection strategies (e.g. personal interviews, telephone interviews, mail surveys).
8. Demonstrate competency with the SPSS statistical software package and the ability to use SPSS to input marketing data (SPSS Tutorials).
9. Develop skills sufficient to conduct and complete data analysis with SPSS using selected Univariate (descriptive statistics), Bivariate (cross-tabulation and correlation) and multivariate techniques (regression analysis, ANOVA), factor analysis).
10. Communicate marketing information persuasively and accurately in oral, written and graphic formats.

### **Real Marketing Group Project:**

The objective of the research project is to provide you with some experience in applying the concepts and methods of marketing research to a real marketing problem. The project will be implemented and a report will be written by self-selected three- or four-person teams. The survey results will be presented in class (PowerPoint slides).