

**DEREE COLLEGE SYLLABUS FOR: MK 4358 APPLIED MARKETING RESEARCH**

(Updated Fall 2020)

**UK LEVEL6  
UK CREDITS:15  
US CREDITS :3/0/3****PREREQUISITES:**

MK2030 Introduction to Marketing/ MK 2030 Fundamentals of Marketing  
MA 2021 Applied Statistics  
BU3233 Business Research Methods

**CATALOG DESCRIPTION:**

Marketing research as a tool for decision- making and problem-solving in marketing. The research process. Research design and methodology, design sample, data collection, analysis and interpretation of data in specific marketing applications.

**RATIONALE:**

Managers are increasingly turning to marketing research to provide more reliable answers not only to marketing problems but other business problems as well. Marketing research is crucial to the adoption of a marketing philosophy by organisations. It provides a link between the consumer and public, through information that is used to identify and define marketing opportunities and marketing problems, to initiate marketing action, to monitor marketing performance, and to improve understanding of marketing as a process.

The module addresses the stages of the marketing research process, from identification of a problem and definition of the research objectives, to the presentation of research results. It also equips students with the knowledge and skills to write advanced marketing project writing. In particular, the module focuses on the issues of defining marketing research problems, identification of data requirements and sources, choice of research design, data collection, data analysis and presentation of results. A practical perspective through a research project where students have to prepare a research report on the basis of secondary and primary data collection.

**LEARNING OUTCOMES:**

On successful completion of the module, the student should be able to:

1. Critically evaluate the various methods of marketing research and how they apply to specific marketing issues.
2. Develop research designs on the basis of a brief relating to a marketing issue, including research objectives and methods, sampling, the development of research instruments and data collection.
3. Critically analyze research findings and discuss the recommendations for marketing decision-making.

	<p>4. Collect secondary data relevant to the research project topic.</p>												
<p><b>METHOD OF TEACHING AND LEARNING:</b></p>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>◆ Class lectures, participation and discussion of marketing cases and practical problems solved in class.</li> <li>◆ Training on the SPSS statistical program for quantitative data analysis.</li> <li>◆ Individual assignments.</li> <li>◆ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.</li> <li>◆ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources</li> </ul>												
<p><b>ASSESSMENT:</b></p>	<p><b>Summative:</b></p> <table border="1" data-bbox="638 743 1446 1062"> <tr> <td data-bbox="638 743 997 968">Marketing research project (maximum 3,000-3,500 words)</td> <td data-bbox="997 743 1344 968">Methodology and data collection (50%, group report); Data analysis, findings and recommendations (40%, individual report)</td> <td data-bbox="1344 743 1446 968"><b>90%</b></td> </tr> <tr> <td data-bbox="638 968 997 1062">Student portfolio of diagnostic assessment</td> <td data-bbox="997 968 1344 1062">Collection of secondary data relevant to the research topic</td> <td data-bbox="1344 968 1446 1062"><b>10%</b></td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="638 1125 1446 1318"> <tr> <td data-bbox="638 1125 997 1192">Research proposal on group basis</td> <td data-bbox="997 1125 1344 1192"></td> <td data-bbox="1344 1125 1446 1192"><b>0%</b></td> </tr> <tr> <td data-bbox="638 1192 997 1318">Course work</td> <td data-bbox="997 1192 1344 1318">Class discussion of cases and real-life applications, assignments, “diagnostic” test</td> <td data-bbox="1344 1192 1446 1318"><b>0%</b></td> </tr> </table> <p>The formative course work aims to prepare students for the research project.</p> <p>Learning Outcomes are tested as follows:</p> <ul style="list-style-type: none"> <li>- LO1 is tested by the research project (group &amp; individual activity).</li> <li>- LO2 is tested by the group report of the project.</li> <li>- LO3 is tested by the individual report of the project.</li> <li>- LO4 is tested by the portfolio of diagnostic assessment.</li> </ul> <p>The final grade for this module will not be determined through grade averaging. Students are required to resit any failed assessments.</p>	Marketing research project (maximum 3,000-3,500 words)	Methodology and data collection (50%, group report); Data analysis, findings and recommendations (40%, individual report)	<b>90%</b>	Student portfolio of diagnostic assessment	Collection of secondary data relevant to the research topic	<b>10%</b>	Research proposal on group basis		<b>0%</b>	Course work	Class discussion of cases and real-life applications, assignments, “diagnostic” test	<b>0%</b>
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<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <p>McDaniel, C. and Gates, R. <i>Marketing Research: with SPSS</i>, Latest edition, Wiley.</p>												

	<p><b>RECOMMENDED READING:</b></p> <p><b><u>BOOKS:</u></b></p> <p>Hair, J., Ortinau, D. and Harrison, D.E. (2021), <i>Essentials of Marketing research</i>, 5<sup>th</sup> edition, McGraw Hill.</p> <p>Malhotra, N.K., Birks, D.F. and Nunan, D. (2017), "Marketing Research: An applied approach", 5<sup>th</sup> edition, Pearson.</p> <p><b><u>ARTICLES:</u></b></p> <p>Brosnan, K., Babakhani, N. and Dolnicar, S. (2019), "I know what you're going to ask me' - Why respondents don't read survey questions", <i>International Journal of Market Research</i>, Vol. 61, No. 4, pp. 366-379.</p> <p>Cluley, R., Green, W. and Owen, R. (2020), "The changing role of the marketing researcher in the age of digital technology: Practitioner perspectives on the digitization of marketing research", <i>International Journal of Market Research</i>, Vol. 62, No. 1, pp. 27-42.</p> <p>Dikcius, V., Urbonavicius, S., Pakalniskiene, V. and Pikturniene, I. (2020), "Children's influence on parental purchase decisions: Scale development and validation", <i>International Journal of Market Research</i>, Vol. 62, No. 4, pp. 449-467.</p> <p>Gummesson, G. (2005), "Qualitative research in marketing: Roadmap for a wilderness of complexity and unpredictability", <i>European Journal of Marketing</i>, Vol. 39, No. 3/4, pp. 309-327.</p> <p>Hyman, M.R., Kostyk, A. and Zhou, W. (2019), "Novel approaches for improving data quality from self-administered questionnaires", <i>International Journal of Market Research</i>, Vol. 61, No. 5, pp. 552-555.</p> <p>Stodel, M. (2015), "But what will people think?", <i>International Journal of Market Research</i>, Vol. 57, No. 2, pp. 313-321.</p> <p>Zaltman, G (2014), "Are You Mistaking Facts for Insights?", <i>Journal Of Advertising Research</i>, Vol. 54, No. 4, pp. 373-376.</p>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL:</b> SPSS software tutorials</p> <p><b>RECOMMENDED MATERIAL:</b> Online data collection software such as Google surveys.</p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Written term paper should be submitted in Word using appropriate terminology.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>Word, Excel, SPSS</p>
<p><b>WWW RESOURCES:</b></p>	<p><a href="http://www.ama.org">www.ama.org</a> (American Marketing Association)  <a href="http://www.stat-usa.gov">www.stat-usa.gov</a> (National Trade Data Bank)  <a href="http://www.census.gov">www.census.gov</a> (US Census Bureau)</p>

	<p><a href="http://www.business.gov">www.business.gov</a> (US Business Advisor) <a href="http://www.acnielsen.com">www.acnielsen.com</a> (commercial company in research) <a href="http://www.statistics.gr">www.statistics.gr</a> (Greek Census Bureau) <a href="http://www.marketingweek.co.uk">www.marketingweek.co.uk</a> (leading practitioners' web source) <a href="http://www.esomar.org">www.esomar.org</a> (European Marketing Research body) <a href="http://www.cim.co.uk">www.cim.co.uk</a> (UK Chartered Institute of Marketing) <a href="http://www.mckinsey.com">www.mckinsey.com</a> (McKinsey management consulting)</p>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"><li>1. The nature of marketing research and the research process</li><li>2. Types of research and link to the marketing issues</li><li>3. The research brief: transforming a marketing department need to a marketing research project</li><li>4. Research design for quantitative and qualitative methodologies</li><li>5. Questionnaire design and attitude measurement.</li><li>6. Collection of primary field data in quantitative and qualitative methodologies</li><li>7. Basic sampling methods</li><li>8. Survey and observation</li><li>9. Experimentation, casual, action research</li><li>10. Analysis of data</li><li>11. Applications of marketing research in concept and product development, communication, pricing and the digital world.</li><li>12. Presentation of findings and recommendations</li></ol>