

Department of Business:

Course Outline for MKT 1210

Market Research - 3 Credits/3 Hours a week

Pre-requisites & Co-requisites: MKT 1100 & MKT 1102. Pre- or Co-Requisite of ENG 1101.

Recommended Textbook(s) & Supplemental Material(s): Exploring Market Research, by Zikmund & Babin. Publisher: Cengage.

Course Description/Overview: This course emphasizes the use of Scientific Research Methods to develop marketing strategies and assist marketing personnel in making prudent marketing decisions. The course covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures, data collection methods, data analysis and elementary statistical applications.

Learning Objectives - Course Specific & General Education:

- To provide the students with an understanding of the importance of Marketing Research as a management decision-making tool.
- To provide the students with an understanding of the managerial value of Marketing Research and its role in the development and implementation of marketing strategies and the Marketing Concept.
- To provide the students with an understanding of the six stages in the Marketing Research Process by conducting a team-based research project.
- To enable the students to interact with professionals in the field of Marketing Research, including corporate research executives, corporate managers, media and marketing research personnel and research supply firms.
- To provide the students with the necessary information to determine whether or not they want to pursue a career in the field of Marketing Research.

Student Learning Outcomes – Course Specific & General Education: At the conclusion of the course, the student should have acquired the following skills and knowledge:

- Students will have the ability to collaborate with others in marketing research teams which will enhance their leadership, management, organizational, presentation, problem solving, analytical and networking skills.
- Students will improve their quantitative reasoning skills, improve their theoretical and conceptual reading ability as well as be able to read for details and incorporate information from secondary sources into research reports.



- Students will understand the stages in the empirical marketing research process and be able to apply them to real-life marketing research studies.
- Students will have a thorough understanding of the marketing research industry vocabulary and how it is used by marketing professionals.
- Students will be able to compile, analyze and use marketing research as a decision making tool to help them to solve problems and make decisions.

CUNY’s Academic Integrity Policy: *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person’s ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Grading Policy: Your grade for the course will be based on the following:

Midterm Examination	20%
Term Project	30%
Final Examination	30%
Class Participation & Homework	10%
Presentation	10%
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	100%

Grading System:

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

Assessment Methods: Midterm, Class Project, Final Exam.

Course Technology: Blackboard



Class Schedule:

TOPIC	CHAPTER	HOURS
PART I. INTRODUCTION TO MARKETING RESEARCH		
A. THE ROLE OF MARKETING RESEARCH	1	3
1. The Nature of Marketing Research		
2. Marketing Concept		
3. Managerial Value of Marketing Research		
4. MKIS		
B. THE MARKETING RESEARCH PROCESS	3	3
1. Decision Making		
2. Types of Marketing Research		
3. Stages in the Process		
4. The Research Program Strategy		
C. THE HUMAN SIDE OF MARKETING RESEARCH	4	3
1. Mission of the Research Department		
2. Organizational Structure of Marketing Research		
3. Sources of Conflicts between Marketing Management and Marketing Research		
4. Research Suppliers and Contractors		
5. Ethical Issues in Marketing Research		
D. PROBLEM DEFINITION: JUMP-STARTING THE RESEARCH PROPOSAL	5	3
1. The Importance of Proper Problem Definition		
2. Problem Definition		
3. Research Objectives, Questions & Hypotheses		
4. The Research Proposal		
PART II. MEASUREMENT CONCEPTS		
A. MEASUREMENT	13	1.5
1. Rules of Measurement		
2. Types of Scales		
B. ATTITUDE MEASUREMENT	14	1.5
1. Rules of Measurement		
2. Attitudes Defined		
3. Attitude Rating Scales		
4. Selecting a Measuring Scale		
C. QUESTIONNAIRE DESIGN	15	3
1. Design Concepts		
2. Phrasing Questions		
3. Types of Biases		
4. Selecting a Measuring Scale		
PART III. BEGINNING STAGES OF THE RESEARCH PROCESS		
A. QUALITATIVE RESEARCH TOOLS	6	3



1. What is Qualitative Research?
2. Qualitative Research Orientations
3. Common Techniques used in Qualitative Research
4. Exploratory Research in Science and in Practice

B. SECONDARY DATA RESEARCH IN A DIGITAL AGE	7	1.5
1. Secondary Data defined		
2. Sources of Secondary Data		

PART IV. SAMPLING AND FIELDWORK

A. SAMPLING DESIGNS AND SAMPLING PROCEDURES	16	3
1. Sampling Terminology		
2. Probability versus Nonprobability Sampling		
3. Sample selection methods		
B. FIELDWORK	18	1.5
1. Fieldwork Defined		
2. Who Conducts the Fieldwork?		
3. Control, Supervision & Training		

PART V. RESEARCH DESIGNS FOR COLLECTING PRIMARY DATA

A. SURVEY RESEARCH: AN OVERVIEW	8	1.5
1. Survey Defined		
2. Errors in Survey Research		
3. Classifying survey research methods		
4. Total Quality Management and Customer Satisfaction Surveys		
B. SURVEY RESEARCH: BASIC METHODS OF COMMUNICATION WITH RESPONDENTS	9	1.5
1. Communicating with Respondents		
2. Selection of appropriate design		
3. Ethical Issues in Survey Research		

PART VI. DATA ANALYSIS AND PRESENTATION

A. EDITING AND CODING: TRANSFORMING RAW DATA INTO INFORMATION	19	3
1. Editing Defined		
2. Steps in the Editing Process		
3. Coding Defined		
4. Steps in the Coding Process		
B. BASIC DATA ANALYSIS: DESCRIPTIVE STATISTICS	20	3
1. Tabulation		
2. Cross-Tabulation		
3. Measures of Central Tendency		
4. Tabular and Graphic Methods of Of Displaying Data.		

PART VII. CLASS PRESENTATIONS AND REVIEW