

MARKETING RESEARCH FOR DECISION MAKING

(MBA 837.2)

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Office Hours By Appointment

I enjoy the insights research provides and I also enjoy helping others learn about the importance and practical application of research in the business setting. We are going to learn about interesting research design methodologies and participate in some exciting initiatives! If you want any guidance, advice or would just like to chat please come see me. I want you to get the most out of this course!

Class Time 6:30 p.m. – 9:45 p.m. (September 28, 29, 30, 31 & October 5, 6, 7, 8)
Final Exam: October 9 (6:30 – 9:30 p.m.)

Class Location Nasser Centre

Course Materials The Textbook: Market Research Essentials, Canadian Edition, Carl McDaniel, Roger Gates, Subramanian Sivaramakrishnan, John Wiley & Sons Inc, 2006 ISBN- 978-0-470-15411-3

Additional readings will be provided in class from a variety of sources (i.e., academic texts, books, trade magazines, etc.), and are intended to provide background and act as a supplement to the lecture material.

Hello and welcome to MBA 837!

Research provides the information needed to make sound business decisions. Regardless of the industry you are employed in, marketing research can provide you with a number of benefits including the following:

- Reduce the chance of costly mistakes in marketing, strategic planning, and product design.
- Research can make it easier to maintain your customer base. It takes a lot of money to gain your customers, so understanding what makes some loyal and others leave can contribute to business success.
- Uncover new business ideas by revealing gaps in your service coverage or product capabilities.
- Anticipate changes in the marketplace by trending responses in the general population or your customer base.
- Understand if you are delivering on your brand promise. Is your organization providing the customer service you are communicating?
- Determine if your advertising is effective. Do people remember your advertisements, do they like them, and can they recall the sponsor of the ad?

These are but a few of the areas in which research can contribute to your understanding and support the decision making process. The objective of this course is to help you recognize the role of systematic information gathering and analysis in making better business decisions. The course is designed primarily for the users of marketing research rather than producers of marketing research. Thus the emphasis is on the interpretation and the use of the results rather than mathematical formulas.

This course also guarantees you a hands-on opportunity to participate in a real life research activity. The class will have the chance to conceive a research topic, design the survey, and view the final analysis! This will be a rare university learning experience. This course will be enjoyable and rewarding to you. This learning experience will reinforce and integrate the concepts learned in the classroom and through your reading. This exposure should give you an appreciation of how research is really practiced. You will gain experience acting as a research buyer and working with a supplier's research team.

My hope is that by the end of the course, you will be better able to:

- 1) Provide a basic understanding of the nature, and scope of market research.
- 2) Develop and critique research designs.
- 3) Facilitate the development of statistical skills and interpretation.
- 4) Enable participants to better understand and utilize research information.

Written Work and Grading

Participation (20%): Attendance and Discussions

Group Assignment (30%)

Final (50%): In-class Exam

Readings

Student should read the first four chapters prior to the first day of class.

Participation

Class participation will be assigned **20% of the total marks**. We all bring experience and knowledge into the classroom, and I would like class participants to share this and benefit by it. For effective class participation you need to have read the assigned materials. Effective class participation includes 1) asking questions about concepts from lectures or readings that you agree or disagree with; 2) sharing your experience or point of view with the class; 3) building on points raised by others; 4) clarifying issues or 5) relating topics discussed to previous class discussions. Direct student-student interaction is encouraged.

Group Assignment

You will be placed into groups for the purpose of preparing a group assignment. The assignment will center on the real life research case provided to you in class. As a group you will be asked to prepare the assignment in written form for submission. I will evaluate each group assignment and provide you with detailed feedback. In total, your work on assignments will be worth 30% of your final mark. The assignment will be accompanied with very specific instructions.

Final Exam

The final exam is my way of testing your concept knowledge of the course material. The exam will cover material that has been used in class, assigned readings, and assignments. The final examination is worth 50%. The final will be a 3 hour exam.

Communications

Announcements regarding the course will be made either in class or via e-mail messages sent to your mail.usask.ca account. Consider these communications as additional tidbits of information that will help you succeed in this class. Let's use the label "MBA 837" in the subject line of all course communications.

Students with Disabilities

Students with disabilities are required to inform the Disability Services for Students (DSS) of accommodation needs. Students must forward a copy of such DSS accommodation to the instructor immediately upon receipt. The DSS website is: <http://www.students.usask.ca/disability/dss/>

Academic Dishonesty

Students are expected to have read and understood the rules regarding academic dishonesty which are posted on the University of Saskatchewan website at:

http://www.usask.ca/university_council/reports/09-27-99.shtml

If you have questions or concerns about anything, please insure that you contact me as soon as possible.

Day	Topics	Assignment
Week 1		
Session #1: September 28	The Role of Research in Management Decision Making	Chapters 1,2
Decision Making and Research	<ul style="list-style-type: none">- Why use it? Why study it?- Managerial value of research.- When to conduct research.- Types of Research- Ethics of buyers and suppliers	
Session #2: September 29	Qualitative and Observation Research	Chapter 4, 5
Qualitative Research	<ul style="list-style-type: none">- Forms of Qualitative Research- When to use it- Online Focus Groups- The purpose, design and execution of focus groups <p><i>Guest Lecturer: Lang McGilp, Insightrix Research</i></p>	
Session #3: September 30		Chapters 6,7
Quantitative Research	<p><i>Guest Lecturer: Lisa Low, Lidlow Technologies</i></p> Survey Research <ul style="list-style-type: none">- Impact of the Internet- Online Surveys- Multimode Surveys- Use of Panels <p>Group Assignment</p>	
Session #4: September 31		Chapter 8,10
Questionnaire Design	<p><i>Guest Lecturer: TBA (guest tentatively scheduled)</i></p> Questionnaire Design <ul style="list-style-type: none">- Design process- Screeners- Cost Implications- Questions Types Sampling <ul style="list-style-type: none">- Concept of Sampling- Sampling Plans- Sampling and Non-sampling errors	
Week 2		
Session #5: October 5	Sample Sizes	Chapter 11,12
Data Analysis	<ul style="list-style-type: none">- Sample Size Determination- Statistical Power	

	<p>Data Analysis and Statistical Testing</p> <ul style="list-style-type: none"> - Tabulation and Statistical Analysis - Cross-tabulations - Descriptive Statistics - Statistically Significant <p><i>Guest Lecturer: TBA (guest tentatively scheduled)</i></p>	
<p>Session #6: October 6</p> <p>Report Preparation</p>	<ul style="list-style-type: none"> - What questions does more advanced analysis answer? <ul style="list-style-type: none"> o What are the practical applications of these statistics in the business world? - Bi-variate Correlation & Regression - Multivariate Analysis Techniques <p>Communicating Results</p> <ul style="list-style-type: none"> - Interpreting Findings - Organizing the Report - Recommendations <p><i>Guest Lecturer: Briana Hanlon, Insigtrix Research</i></p>	Chapter 13,14
<p>Session #7: October 7</p> <p>Consulting</p>	<p>Secondary Data and Databases</p> <ul style="list-style-type: none"> - Customer Databases - Data Mining - Information Management Systems <p><i>Guest Lecturer: Larry Goodfellow, Insigtrix Research</i></p>	Chapter 3
<p>Session #8: October 8</p> <p>Review</p>	<p>Review Findings from our Poll</p> <p>Group Assignment Due</p>	

Final: October 9, 2009(6:30-9:30 p.m.)