



## MARKETING RESEARCH

**Professor: Karin Jürgensen**

### General Information

Semester length: 17 weeks

Prerequisites: Intro Marketing

Number of sessions per week: 2

Lecture time per week: 4 hours

Student preparation time per week: 8 hours

Recitations time per week: 1 hour

### Main Objectives

Students examine the concepts and techniques used in marketing research as a problem-solving aid in decision making in marketing. Class discussion includes problem definition, research design, types of information and measurement scales.

Students develop skills in writing market research proposals and designing studies, including selection of data collection method. Students perform basic primary data collection including interviews, focus groups, and surveys, designing and implementing appropriate questionnaires. At the end of the course, teams present the results of their study using statistical methods covered in class.

### Methodology

Students are expected to read bibliography weekly. They are encouraged to contribute to class discussion frequently, based on what they have read. They also perform practical work, in teams of 3-4 students.

### Contents

1. Introduction to Marketing Research
2. Sources of Data
3. The Marketing Research Process and Proposal
4. Qualitative Methods
  - a) In-depth interviews
  - b) Focus Groups
  - c) Observation
  - d) Sampling and Analysis in Qualitative research
5. Quantitative Methods
  - a) Survey Research
  - b) Scales
  - c) Questionnaire design
  - d) Experimentation
  - e) Sampling



6. Data Analysis
- a) Factor Analysis
  - b) Clusters
  - c) Discriminant Analysis
  - d) Multidimensional Scaling
  - e) Conjoint Analysis

### Evaluation

• Short weekly tests of Bibliography	29%
• 2 Mid-terms (each 17%)	34%
• Final Exam	17%
• Practical Research	15%
• Contribution in class	5%

### Bibliography

- Andreasen, Alan. Backward market research, en Harvard Business Review.
- Steinman, R. B., Projective Techniques in consumer research, en International Bulletin of Business Administration, Issue 5 (2009).
- Malhotra, N., Questionnaire Design and Scale Development, in Handbook of Marketing Research, Chapter 5.
- Aaker – Kumar – Day, Research, 9th Edition. Wiley.
- Hair – Bush – Ortinau, Investigación de Mercados, 4ª edición en español, McGraw Hill.
- Hair - Anderson - Thatam – Black, Análisis Multivariante (5ª Edición), Editorial Prentice Hall.

This course may have some modifications.