



## MARKETING RESEARCH Spring 2006

**Professor:** Kusum L. Ailawadi  
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**Class Days:** Mon, Tues  
**Class Time:** 1.15 – 2.45  
**Office Hrs:** Mon, Tues  
10.00 – 12.00

### **COURSE OBJECTIVES:**

This course is intended to make you a well-informed user of state-of-the-art marketing research. By “user”, I mean someone who can formulate and structure marketing problems, recommend the marketing research that should be undertaken, appreciate what can and cannot be learned from marketing research, gather and analyze quantitative marketing data, and make effective decisions based on those data. You will not become a methodological expert in this course but you will be able to design and conduct some important analyses yourself. The skills covered in this course are applicable to marketing problems encountered in both consumer and business-to-business markets, and public and private sectors. These skills are particularly useful if you plan to go into a consulting or marketing career.

Although the technical nature of the course will often require the use of a mini-lecture, the class sessions will mainly be discussions. My role will be to help you explore and understand the issues for the day by asking questions that you may not have asked yourself, and trying to answer those that you have raised but not been able to answer. Some of your notes from "Statistics for Managers" will come in handy, especially those on hypothesis testing and regression. So, dig them out!

### **COURSE REQUIREMENTS:**

The course utilizes four tools: a textbook, selected cases and readings, homework assignments and, most importantly, two "hands-on" projects. You will need to use SPSS for Windows, Excel, and Sawtooth conjoint analysis software. The course requirements are described below in some detail.

#### **1. Squid Project:**

The research problem is to determine whether there is strong potential for a mass-marketed domestic seafood product made from squid. The project entails the analysis of data from a professionally administered survey as well as collection of secondary information. This is a major project designed to enhance your analysis skills. It requires you to conduct a detailed market analysis using sophisticated techniques, synthesize the findings from that analysis and couple them with creative thought to make a marketing decision. You will work in pairs on this project. It will culminate in a double-spaced, typed report of at most six pages (excluding charts and other appendices), due in the fifth week of the course, at the beginning of class on Monday, April 24<sup>th</sup>. There will be a grade penalty for exceeding the page limit.

**2. Squid Homework Assignments:**

Three short homework assignments will be due on the 3<sup>rd</sup>, 11<sup>th</sup>, and 17<sup>th</sup> of April, respectively. These assignments relate to the squid project, and will involve interpreting cross-tabulations, factor analysis, regression, and discriminant analysis. You can hand these assignments in jointly with your partner on the squid project. The purpose of these homework assignments is to ensure that any confusion you might have in interpreting these analyses is cleared up before you use them in your final squid project report.

**3. Conjoint Project:**

Working in teams of four students, you will develop and pretest a conjoint analysis survey on a topic of your own choosing. This will require the use of Sawtooth software and either EXCEL or SPSS. The final conjoint report will be due at or before 4.00 pm on Friday, May 26<sup>th</sup>. Further details on the conjoint project are provided in the course packet.

**4. Readings:**

I have assigned readings from the text and some other sources for each class meeting. They provide necessary background for class discussion and the completion of assignments. Descriptions of some advanced analytical methods may be difficult to grasp fully at the first reading. Please skim those sections before class to acquaint yourself with the topic and then go back and work through the details after we discuss them in class.

**5. Cases:**

We will discuss four cases that illustrate some of the Marketing Research concepts and techniques covered in the course. I expect you to come to class fully prepared with a comprehensive analysis of each case and your recommendations. Discussion questions for each case are included in the course packet.

**6. Class Participation:**

The learning experience in any course depends, in large part, upon the quality of class discussion. Please read and give some thought to each day's assigned material and come to class with your notes properly organized, ready to participate in the discussion. Clearly, I do not expect you to always have the right answers when we are discussing a new analytical technique. Evidence that you have done the reading and absorbed it to the best of your ability is all I ask for. Remember that thoughtful questions leading to a rich class discussion are often as valuable as thoughtful answers.

My expectations are different for the discussion of cases. You should be able to lead the case discussion with carefully thought through answers to the assigned discussion questions. These answers should be backed up by quantitative analysis where applicable. Please note that participation in case discussions will be weighted more heavily than other class sessions in determining your class participation grade.

## **GRADING SCHEME:**

Class Participation	20%	Squid Project	35%
Homework	10%	Conjoint Project	35%

## **HONOR CODE:**

In general, group discussion is encouraged for class preparation and assignments, but, ultimately, any work to which you put your name must reflect your understanding of the material. The squid project has specific honor code instructions that are provided separately.

## **ATTENDANCE POLICY:**

Much of the learning in this course will occur in class as we understand how to use some important marketing research techniques and as you share your analyses and questions with each other. Therefore, attendance at all class sessions is expected, and you cannot “make up” for class participation with written work. Except in an unforeseen emergency, I expect to be informed beforehand if you need to miss a class. Please note that missing more than two class sessions for unexcused reasons (i.e., reasons other than family emergency, illness, or religious observance) will entail a grade penalty over and above the direct impact on class participation.

## **REQUIRED MATERIAL:**

### **1. Text:**

Title: Marketing Research: Methodological Foundations  
Authors: Gilbert A. Churchill and Dawn Iacobucci  
Edition: Ninth edition, 2005  
Publisher: Thomson South-Western Publishers.

### **2. Cases, Readings and Assignments:**

Included in course packet or will be distributed in class.

## **SOME ADDITIONAL REFERENCES:**

### **I. General Textbooks**

Aaker, David, V. Kumar and George Day (1995), Marketing Research, 8<sup>th</sup> edition, John Wiley & Sons.

Dillon, William R., Madden, Thomas J., and Firtle, Neil H. (1993), Essentials of Marketing Research, 1st edition, Richard D. Irwin, Inc.

Malhotra, Naresh, (2004), Marketing Research: An Applied Orientation, 4th edition, Pearson/Prentice Hall.

## II. Research Design

Assael, Henry, and John Keon (1982), "Non-Sampling vs. Sampling Errors in Survey Research", Journal of Marketing, 46, 114-123.

Greenbaum, Thomas L. (1998), The Handbook for Focus Group Research, Sage Publications.

Kerlinger, Fred N. (1986), Foundations of Behavioral Research, 3rd edition, Holt, Rinehart & Winston.

Stewart, David, and Michael A. Kamins (1993), Secondary Research: Information, Sources and Methods, Applied Social Research Methods, Volume 4, Sage Publications.

Sudman, S., and Bradburn, N. (1982), Asking Questions, Jossey-Bass Publishers.

Sudman, Seymour (1976), Applied Sampling, Academic Press.

## III. Measurement

Bearden, William O., Richard Netemeyer, and Mary F. Mobley (1993), Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research, Sage Publications.

Bohrnstedt, G.W. (1970), "Reliability and Validity Assessment in Attitude Measurement", Chapter 3 in Attitude Measurement, ed. G.F. Summers, Rand McNally.

Campbell, D.T., and Fiske, D.W. (1959), "Convergent and Discriminant Validation by the Multitrait-Multimethod Matrix", Psychological Bulletin, 56, pp. 81-105.

Thurstone, L.L. (1927), "The Law of Comparative Judgement", Psychological Review, Vol. 34, pp. 273-286.

Torgerson, W.S. (1958), Theory and Method of Scaling, Wiley & Sons

## IV. Analysis

Hair, Joseph, Rolph Anderson, Ronald Tatham, and William Black (1995), Multivariate Data Analysis, 4<sup>th</sup> edition, Prentice-Hall Publishers.

Dillon, W.R, and M. Goldstein (1984), Multivariate Analysis: Methods and Applications, Wiley & Sons.

Elrod, Terry, Louviere, J.J., and Davey, K.K. (1992), "An Empirical Comparison of Ratings-Based and Choice-Based Conjoint Models", Journal of Marketing Research, Vol. XXIX, pp.368-377.

Johnston, J. (1984), Econometric Methods, McGraw Hill Book Co.

Morrison, D.G. (1969) "On the Interpretation of Discriminant Analysis", Journal of Marketing Research, pp. 156-163.

Stewart, David W. (1981), "The Application and Misapplication of Factor Analysis in Marketing Research", Journal of Marketing Research, Vol. XVIII, pp. 51-62.

Tabachnik, Barbara G., and Fidell, L.S. (1983), Using Multivariate Statistics, Harper & Row.

**MARKETING RESEARCH: COURSE OUTLINE**

No.	Date	Topic(s)	Readings and Assignments
1	March 27	The Research Process Measurement Scales	Chapter 3, Chapter 4 (pp. 74-78), Chapter 10 (pp. 267-269), Chapter 15 (pp. 457-460), Scan Squid #0 through #4.
2	March 28	Questionnaire Design	Chapters 8, 9, 10 Review Squid #1 (Questionnaire).
3	April 3	Basic Data Analysis Crosstabs	Chapter 14; Review Squid #5, #11, #12, #13 <b>HW 1 (Squid #6) due at beginning of class</b> <b>Squid project partner preferences due to <a href="mailto:Tammy.Stebbins@Dartmouth.edu">Tammy.Stebbins@Dartmouth.edu</a> by 4.00 pm.</b>
4	April 4	Finding Commonalities Among Variables Factor Analysis	Chapter 18 (pp. 568-585) Review Squid #14.
5	April 10	Factor Analysis (contd.) Using Factor Scores	Squid #14 (continued) Zinkhan, G. "Rating Industrial Advertisements"; Lieberman, M. "Key Driver Analysis"
6	April 11	Predicting Group Membership Discriminant Analysis	Chapter 18 (pp. 554-568) ; Review Squid #5 & #15 <b>HW #2 (Squid #8) due at beginning of class.</b>
7	April 17	Catch-up Session Squid Review	Review Squid #10, #16 <b>HW #3 (Squid #9) due at beginning of class.</b>
8	April 18	Sampling Issues	Chapter 11, Chapter 13 <b>Case: MassNORML (A)</b>
9	April 24	Introduction to Conjoint Analysis	Appendix of Chapter 17 Green et al. "Evaluating New Products; Curry, J. "After the Basics" <b>Squid final paper due at beginning of class.</b>
10	April 25	Variations in Conjoint Analysis	Note on conjoint analysis; Sawtooth Software demo.

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**Conjoint project group preferences due to Tammy Stebbins in Chase 308 on Wednesday, April 26<sup>th</sup> by 4.00 pm.**

11	May 1	Market Simulation with Conjoint Analysis	<b>Case:</b> Colgate Wave Pricing Study
12	May 2	Cluster Analysis	Chapter 18 (pp. 585-603)

**Conjoint project proposals due to Tammy Stebbins in Chase 308 on Wednesday, May 3<sup>rd</sup>, by 4.00 pm.**

13	May 8	<b>Guest Speaker:</b> Don LeBlanc, T'95, Senior Vice President, Staples.	
14	May 9	Research Design Summary	Chapter 5 and review of questionnaire design and sampling readings <b>Case:</b> Cellular Radiotelephone

**Conjoint surveys due for upload to [William.C.Martin@Dartmouth.edu](mailto:William.C.Martin@Dartmouth.edu) on Thursday, May 11<sup>th</sup>, by 4.00 pm.**

15	May 15	Qualitative Research <b>Guest Speaker:</b> Elyse Kane Director of Consumer Insights, Colgate Palmolive	Chapter 4 Zaltman, G. "Metaphorically Speaking"; Sweet, C. "Anatomy of an On-Line Focus Group"; Langer, J. & N. Brody "Mix or Match" <b>Collage exercise due in class.</b> <b>Start conjoint project data collection.</b>
16	May 16	Issues in Causal Research Issues in Online Research	Chapter 6 Bachmann et al. "E-mail and Snail Mail Face Off in Rematch"; Tuten, et al. "Banner-Advertised Web Surveys".
17	May 22	Pretest Market Models	Note on Pretest Market Models <b>Case:</b> Nestle Contadina Pizza and Pasta
18	May 23	Course Review	<b>Ensure that all conjoint project questions and problems are cleared up by this day.</b>

**Conjoint final paper due to Tammy Stebbins in Chase 308 on Friday, May 26<sup>th</sup>, by 4.00 pm.**

MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, ensures that students will develop a strong conceptual as well as practical understanding of marketing research. The book's thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. With its proven applications, clear presentation, and variety of timely cases, *MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS*, 11th edition, serves as an exceptional learning tool for today's learners (MBAs, EMBA's, and advanced undergrads) 0 ratings 0% found this document useful (0 votes). 15 views 21 pages. *Marketing Research: Methodological Foundations*, 9e: By Churchill and Iacobucci. Original Title: ch01. Uploaded by: Yazan Ghanem. Description: 1) Overview 2) Definition of Marketing Research 3) A Classification of Marketing Research 4) Marketing Research Process 5) The Nature of Marketing Research 6) Marketing Research Suppliers and Services 7) Selecting a Research Supplier 8) Careers in Marketing Research. Copyright: © All Rights Reserved. Churchill, G. A. (1995) *Marketing research: methodological foundations*, 6th edition, South-Western/Thomson Learning, Mason, Ohio. Chapter 1, pp. 10-23 and chapter 3, pp. 82-112. Wilson, A. M. (2003) *Marketing research: an integrated approach*, Financial Times Prentice Hall, Harlow. Chapter 2, pp. 19-47. (iii) The MRS Code of Conduct and its implications for the research process. Carey, P. (1998) Blackstone's guide to the Data Protection Act 1998, Blackstone, London. Churchill, G. A. and Iacobucci, D. (2002) *Marketing research: methodological foundations*, 8th edition, South-Western/Thomson Learning, Mason, Ohio. Chapter 3, pp. 54-88. Crouch, S. and Housden, M. (2003) *Marketing research for managers*, 3rd edition, Butterworth-Heinemann, Oxford. Preview "Marketing Research by Gilbert A. Churchill. *Marketing Research: Methodological Foundations* (The Harcourt Series in Marketing). by Gilbert A. Churchill A very good reference book on research methodology. flag Like · see review. Sep 11, 2012 Sarah rated it liked it · review of another edition. Presentation on theme: "1 Marketing Research: Methodological Foundations, 9e By Churchill and Iacobucci © 2005 Thomson/South-Western." Presentation transcript 5.5 Definition of Marketing Research Marketing research is the function which links the consumer, customer, and public to the marketer through information--information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. 6.6 Figure 3: Where the Marketing Research Dollars are Concentrated Source: Inside Research, "Where the Money Is," American Demographics ([www.demographics.com](http://www.demographics.com)).