Applied Marketing Research

Course Description

In a global economy characterized by greater competition, companies operating internationally need comprehensive market-driven strategies in order to survive in the marketplace. This course allows students to explore marketing research, which is the information-gathering arm of marketing practice. This topic is viewed primarily from the perspective of a consumer of marketing research (i.e., a busy manager who needs information to guide decision-making). Given their role in decision-making regarding marketing and sourcing marketing research, it is helpful for managers to understand how researchers approach the research process. This background will help you as a manager to become a better-informed consumer of research who can participate in research design, evaluate the quality of marketing information, and conduct marketing research yourself when appropriate.

Contents

1. The Role of Marketing Research in Managerial Decision-Making

1. The Importance of Marketing Research in Decision-Making
2. The Institutions Involved in Marketing Research
3. Common Challenges in Conducting Marketing Research
4. Problem Definition and the Marketing Research Process
   1. From Problem Recognition to Research Objectives: Step One
   2. From Research Design to Follow-Up: Steps Two to Six
   3. Forward and Backward Linkages in the Marketing Research Process
5. Secondary Data and Qualitative Research
   1. Advantages and Limitations of Secondary Data
   2. Definition and Types of Qualitative Research
   3. Limitations of Qualitative Research
6. Survey Research and the Concept of Measurement
   1. Survey Errors and Their Impact on Research Outcomes
   2. Measurement Scales
   3. Questionnaire Design
7. Observational Research
   1. Observational Research Defined
   2. Approaches to Observational Research
   3. Advantages and Limitations of Observational Research
8. Sampling Issues, Data Processing, and Fundamental Data Analysis
   1. Sampling Methods and Types of Samples
   2. Data Processing Issues
   3. Fundamental Data Analysis
9. Communicating the Research Results
   1. The Major Steps in Communicating the Results
   2. Organization of the Research Report
   3. The Marketing Research Presentation