I. GENERAL INFORMATION

Course Title: Marketing Research
Code and number: BADM 6160
Credits: 3
Academic term: 2009
Professor: 
Office hours: 
Telephone: (787) 250-1912 x 2311

II. COURSE DESCRIPTION: Application of research methods to marketing problems. Emphasis on the decision, sampling and information analysis theory for the solution of problems. Prerequisite: BADM 5090

III. OBJECTIVES

A. Finally the student should be able to:
   1. Understand the terminology and the importance of marketing research
      1.1 Define the concepts related to marketing management.
      1.2 Recognize the history and tendency of marketing research.
      1.3 Recognize the marketing research challenges in the presence of volatile market.
      1.4 Understand the components and functions of Marketing Information System.
      1.5 Describe how the technological advances affect the marketing research process.
      1.6 Recognize the importance of marketing research in the international market.
      1.7 Visualize the marketing research from the ethical perspective.
   2. Explain the marketing research process and the steps in the research design.
      2.1 Understand the functions of marketing research.
      2.2 Distinguish between basic and applied research.
      2.3 Recognize the steps in marketing research process.
      2.4 Develop the capacity of identify and define the research problem.
      2.5 Distinguish between symptom and problem.
      2.6 Recognize the importance of objective determination in marketing research design.
   3. Understand the exploratory research design.
3.1 Define the nature and scope of secondary and primary data.
3.2 Analyze the advantage and disadvantage of secondary data.
3.3 Discuss the application of secondary data.
3.4 Explain the differences between qualitative and quantitative research.
3.5 Understand the various types of qualitative research.
3.6 Describe in detail different qualitative technique like: focus group, depth interview and projective techniques.

4. Understand the descriptive and causal research design.
   4.1 Describe and classify different forms of surveys methods.
   4.2 Recognize different methods of interviewing methods.
   4.3 Explain and classify different observational methods.
   4.4 Describe the advantages and disadvantages of observational methods.
   4.5 Explain the causality concept.
   4.6 Describe the experimental research design.
   4.7 Define the two types of validity: internal and external.

5. Apply the following concepts: measurement, sampling and questionnaire.
   5.1 Examine the measurement concept.
   5.2 Differentiate between: nominal, ordinal interval and ratio scales.
   5.3 Distinguish between continuous and itemized scales.
   5.4 Compare: Likert, Semantic differential, Staples and Buy intention scales.
   5.5 Explain the function and utility of questionnaire.
   5.6 Describe the questionnaire design process.
   5.7 Differentiate between census and survey.
   5.8 Discuss the sample design process.
   5.9 Distinguish between probabilistic and no probabilistic sample.
   5.10 Describe the different probabilistic samples techniques: simple random, systematic, stratified, area and cluster.
   5.11 Determine the sample size.
   5.12 Recognize the sampling and no sampling error.

6. Design the collection, analysis and reporting process.
   6.1 Describe the field work process.
   6.2 Process the data with a statistical software program. (SPSS)
   6.3 Apply the descriptive statistic.
   6.4 Apply the bi-variable and multiple-variable analysis.
   6.5 Create a report and presentation.

IV. CONTENTS
   A. Introduction to marketing research.
      1. Definition of marketing research.
      2. Classification of marketing research.
      3. Applicability of marketing research.
      4. The marketing research process
      5. Defining the problem or opportunity.
      6. Ethics in marketing research.
7. Particularities and applicability of marketing research in international markets.

B. Research design determination and information sources.
   1. Classification of research design.
   2. Exploratory, descriptive and causal research.
   3. Primary and secondary data.
      a. Internal reports
      b. Marketing intelligences
      c. Marketing Decision Support System

C. Research design alternatives.
   1. Qualitative research
   2. Quantitative research
   3. Observation, surveys and experimentation

D. Measurement, scale and questionnaire design.
   1. Measurement scales
   2. Itemized rating scales
   3. Multi-item scales
   4. Scale evaluation
   5. Questionnaire design process
   6. Codification process
   7. Order, format and layout of questionnaire

E. Sampling and sample size determination
   1. Sampling design process
   2. Probability and no probability sample
   3. Statistical approach to determine the sample size
   4. Data collection process and fieldwork

F. Analyze and report.
   1. Post codification process
   2. Data processing through statistical software program
   3. One-variable, bi-variable and multiple-variable analysis
   4. Descriptive statistic
   5. Cross tabulation
   6. Variance and covariance analysis
   7. Regression and correlation analysis
   8. Factor analysis
   9. Report and presentation

V. ACTIVITIES
   1. Conferences
   2. Class discussion
   3. Student presentation
   4. Questionnaire design
   5. Case discussion
6. Class examination
7. Diagnostic test
8. Marketing research investigation

VI. EVALUATION CRITERIA

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<thead>
<tr>
<th>Activities</th>
<th>Punctuation</th>
<th>%</th>
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<tbody>
<tr>
<td>1. Mid term and final test</td>
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<tr>
<td>2. Final project</td>
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<tr>
<td>3. Miscellaneous</td>
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<td>10</td>
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<td><strong>Total</strong></td>
<td><strong>335</strong></td>
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Students shall be expected to complete all the required readings, homework problems, discussion (where applicable), and projects. In those cases where the student has a weak background in certain subject matters, background readings will provide the necessary conceptual foundations required.

Students will be expected spend a minimum of 8 hours per week. This would be equivalent to 4 hours of weekly classroom time, plus four hours of preparation time.

VII. SPECIAL NOTES

a. **Special Accommodations**

   Students who require special assistance must request these services at the beginning of the course as soon as they notice that they need help.

   Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro’s Student Center.

b. **Plagiarism**

   Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student’s Rules and Regulations Handbook.
Inter has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Section B.2a. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

c. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. RESOURCES AND LEARNING MATERIALS


IX. BIBLIOGRAPHY


Johnson, B.; Forget phone and mail: “Online is the better place to administer surveys”, Advertising Age, July 17, 2006, p. 23.


Online references

www.jp.gobierno.pr – economics information of Puerto Rico
www.gobierno.pr/censo - census information of Puerto Rico
www.census.gov – census information of EEUU
www.stat-usa.gov – economics and statistical information
www.eurostat.com – census and economics information of Europe
www.wto.org – World Trade Organization
www.imf.org – International Monetary Fund
www.salesandmarketing.com - Sales and Marketing journal
www.adacritic.com - Advertising Critic from Creativity Magazine
www.marketingpower.com - American Marketing Association
www.adage.com - Advertising Age
www.adweek.com - Advertising Week
www.dictionary.com – business dictionary
www.acnialsen.com – marketing research reports
www.mercadeoglobal.com – global marketing
www.elpais.com – Spain newspaper
www.mercadeo.com – marketing magazine
www.bostonherald.com - Boston Herald
www.miamiherald.com - Miami Herald
www.bloomberg.com – economics news
www.cnn.com – general news

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