

INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY
MBA PROGRAM

SYLLABUS

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
e-mail:

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. OBJETIVES

- 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.
 - 4. Marketing Information System.
 - 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

Activities	Punctuation	%
1. Mid term and final test	200	60
2. Final project	100	30
3. Miscellaneous	35	10
Total	335	100%

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.

<http://www.metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

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

Text book: Malhotra, N. K.; "Marketing Research: An Applied Orientation", fifth edition, Pearson-Prentice Hall, 2007.

Burns, A. C. & Bush, R. F. "Marketing Research", Fifth Edition, Prentice Hall, 2007.

www.prenhall.com/burnbush

Malhotra, N. K.; "Marketing Research: A Decision Marketing Approach", Third edition, Pearson-Prentice Hall, 2009.

Kotler, P. & Lane, K.; "Marketing Management", edition 13, Pearson, Prentice Hall, 2009.

Armstrong, G. & Kotler, P.: "Marketing: An introduction", 9na edition, Pearson, Prentice Hall, 2009.

Fonseca, C.: "El Jíbaro sabía de marketing", Publicaciones Puertorriqueñas, 2008.

IX. BIBLIOGRAPHY

Miyazaki, A. D.; "Online privacy and the disclosure of cookie use: Effects on Consumer Trust and anticipate patronage", Journal of Public Policy and Marketing, Volume 27, Number 1, May 1, 2008.

Srinivasan, S., Pauwels, K., Silva-Risso, J. & Hannsens, D. M.; "Product Innovation, Advertising and Stock Return", Journal of Marketing, Volume 73, Number 1, January 2009.

Srinivasan, S. & Hanssens, D. M.: "Marketing and Firm Value: Metric, Methods, Findings and Future Directions", *Journal of Marketing Research*, Volume 46, Number 3, June 2009.

Babcock, C.: "Data, Data Everywhere", *Information Week*, January 9, 2006.

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

Aaker, J. & Fournier, S.: "When good brands do bad", *Journal of Consumer Research*, June 2004, p. 1-16.

Mizik, N. & Jacobson, R.: "Talk about brand strategy", *Harvard Business Review*, October 2005.

Moon, Y.: "Break free from the product life cycle", *Harvard Business Review*, May 2005, p. 87-94.

Cooper, R.: "Formula for success", *Marketing Management*, March-April 2006, pp. 19-23.

Garfield, B.: "The Chaos Scenario 2.0: The Post Advertising Age", *Advertising Age*, March 2007, pp. 12-13.

Hunter G. & Perreault W.: "Making sales technology effective", *Journal of Marketing*, January 2007, pp. 16-34.

Kendy, W.: "The price is too high", *Selling power*, April 2006, pp. 30-33.

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.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

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