

COURSE DESCRIPTION

Academic year: 2022/2023	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/028AM/16	Course title: Marketing Research
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I., II.	
Prerequisites:	
Course requirements: 40% research project The evaluation will be based on an assessment of the level and quality of the research project. The research project will include: - Research title, Contents, Executive Summary- Research objectives- Methodology- Results-Conclusions and recommendations- Appendices The research project must contain at least 3 of the following analyses: contingency tables including chi square tests, association analysis, wilcoxon test, kruskal wallis test, conjoint analysis, cluster analysis, multidimensional scaling. The final test will be a combination of open and closed questions from lectures and seminars. Weight of the intermediate / final evaluation: 40:60 From each seminar a brief summary will be prepared and sent to all students immediately after its completion. Detailed conditions of its processing will be determined by the teacher. Grading scale: 100 –91=A/ 90-81=B/ 80-73=C/ 72-66=D/ 65-60=E/ 59-0=Fx	
Learning outcomes: The purpose of this course is to learn how plan and implement a marketing research project. Upon successful completion of this class, course participants will have a working knowledge of the following. <ol style="list-style-type: none"> 1. To be able to conduct a marketing research project from start to finish. 2. To design research to fit a variety of marketing problems. 3. To learn how to analyze marketing data using SAS 4. To interpret statistics and to make judgments about data. 5. To learn the language of marketing research. 6. To learn more about marketing and consumer behavior by conducting research. 	
Class syllabus: C1. The role of research in marketing Content: Definition, scope, meaning, limitations of marketing research. Understanding marketing research and ethics in marketing research. The difference between marketing research and market research. Content of examples, tasks, assignments to consolidate the topic:	

Get acquainted with the course of seminars, as well as with the conditions of course evaluation. Justification of the importance of marketing research in current economic practice. The task is to visit the TNS website (www.tnsglobal.com) and examine the essence of the research services offered by the company, their description and analysis in the context of the topic presented.

2. Approaches to defining a research sample.

Content:

Basic terms. Advantages of using a research sample and its disadvantages. Sampling approaches and characteristics of good sampling practice. Sampling errors. Sample size calculation. Practical considerations for determining sample size. Panel research as a sample.

Content of examples, tasks, assignments to consolidate the topic:

Come up with one sentence summarizing the key difference between stratified and cluster sampling as if you were teaching this concept to a student who is just starting off in a statistics course.

Suppose you are going to be conducting a study on FMCU students, asking for their opinion on an issue of interest to you (could be related to the university, or a wider societal issue). First, formulate your research question. Then, describe how you would carry out the sampling of students using the following methods:

(a) simple random sampling

(b) stratified sampling

(c) cluster sampling

Think about what attributes of the FMCU student population make sense to stratify vs. cluster on with respect to your research question.

3. Research process.

Content:

Research management. Formulation of a research problem. Logic of the research process. Common mistakes in research management. Evaluation and control of marketing research. Identifying the problem.

Reviewing literature.

Selecting research questions, objectives, and hypotheses. Choosing the study design.

Deciding on the sample design.

Collecting data.

Processing and analyzing data. Writing the report.

Content of examples, tasks, assignments to consolidate the topic:

Write three research questions that could guide the beginning of a research study. They can deal with any subject matter that asks about the behavior, attitudes, and opinions of people. Be sure to follow the guidelines for writing good questions.

Imagine that you are the Marketing Director of McDonalds.

a Make a list of potential marketing objectives whose fulfillment could improve the performance of McDonalds during the pandemic.

b Select what you feel would be the most important marketing objective. Develop a set of marketing research objectives that you consider would support the decisions needed to fulfill that marketing objective

4. Research design and research methodology.

Content:

Definition of research proposal, its preparation. Marketing research methodology. Exploratory research. The essential elements of the research design are:

Accurate purpose statement

Techniques to be implemented for collecting and analyzing research The method applied for analyzing collected details

Type of research methodology

Probable objections for research

Settings for the research study

Timeline

Measurement of analysis

Content of examples, tasks, assignments to consolidate the topic:

Visit www.neglix.com (look for the site in your home country) and search online using your library's online databases to gather information of consumers' attitudes towards TV and movie streaming services. Neglix would like to determine consumers' attitudes towards entertainment streaming services and hope to repeat this project annually. What type of research design would you recommend and why? As the marketing director of Neglix in your country, how would you use information about consumers' attitudes towards streaming services to increase consumer sign-ups and retention?

5. Typology of research methods.

Content:

Observation, questioning, experiment, primary and secondary research. Limits and benefits of their use.

Experimental design and its use in marketing research

Experiment design. Dependent and independent variable. Classic experimental design. Solomon's four-group experimental design.

Content of examples, tasks, assignments to consolidate the topic:

Select two different perfume advertisements for any brand of perfume. Design and conduct an experiment to determine which advertisement is the most effective. Use a student sample, with 10 students being exposed to each advertisement (treatment condition). Develop your own measures of advertising effectiveness in this context.

6. Qualitative and quantitative research.

Content:

Differences and areas of application. Methodology of qualitative and quantitative research. Differences between qualitative and quantitative research and the role of each in marketing research. Reasons for adopting a qualitative approach to marketing research (Stage 2 of the marketing research process). These reasons are developed by examining the basic philosophical stances that underpin qualitative research. The concept of ethnographic techniques is presented, with illustrations of how such techniques support marketing decision makers

Content of examples, tasks, assignments to consolidate the topic:

Describe the key elements to be balanced in the application of action research.

What do you see as the key advantages and challenges of conducting qualitative research online?

An advertising agency has selected three pieces of music that it could use in a new advertising campaign. It has come to you as a researcher to help in making the case for selecting the right piece of music for the campaign. What would be the case for using qualitative techniques for this task?

7. Descriptive statistics

Descriptive statistics, raw data, interpretation of the data. How to properly describe data through statistics and graphs. Typically, there are two general types of statistics that are used to describe data:

Measures of central tendency: these are ways of describing the central position of a frequency distribution for a group of data. In this case, the frequency distribution is simply the distribution and pattern of marks scored by the 100 students from the lowest to the highest. We can describe this central position using a number of statistics, including the mode, median, and mean. Measures of spread: these are ways of summarizing a group of data by describing how spread out the scores are. Measures of spread help us to summarize how spread out these scores are. To describe this

spread, a number of statistics are available to us, including the range, quartiles, absolute deviation, variance and standard deviation.

Content of examples, tasks, assignments to consolidate the topic:

Use descriptive statistics to summarize your group of data using a combination of tabulated description (i.e., tables), graphical description (i.e., graphs and charts) and statistical commentary (i.e., a discussion of the results).

8. Data typology and decisions on data analysis methods.

Content:

Data typology and decisions on data analysis methods. Hypothesis testing. Test statistics as a suitably determined function of sampling data. The subsequently calculated value of this statistic is used to decide whether or not to reject the null hypothesis. The decision rule of the statistical hypothesis test is a rule that specifies the conditions under which the null hypothesis can be rejected. Chi-square tests, analysis of variance, Kruskal-Wallis test.

Content of examples, tasks, assignments to consolidate the topic:

Determine the level of significance: in the social sciences, the level of significance is traditionally set at 0.05 ($p = 0.05$). By choosing the level of significance of α , we determine the risk of erroneous rejection of the null hypothesis and at the same time define how much difference from the null hypothesis we are willing to tolerate as a consequence of the influence associated with working with random selection. Formulate null and alternative hypotheses for chi-square test, analysis of variance and Kruskal-Wallis test on the example of your own data. Identify which data pairs are appropriate for the tests.

9. Application of market research.

Content:

Basic concept and scope of cluster analysis and its importance in marketing research; statistics associated with cluster analysis; procedure for conducting cluster analysis, including formulating the problem, selecting a distance measure, selecting a clustering procedure, deciding on the number of clusters, interpreting clusters and profiling clusters; purpose and methods for evaluating the quality of clustering results and assessing reliability and validity; applications of non-hierarchical clustering and clustering of variables;

Content of examples, tasks, assignments to consolidate the topic:

You are a marketing research analyst for a major airline. You have been set the task of determining consumers' attitudes towards budget airlines. Construct a 15-item scale for this purpose. In a group of five students, obtain data on this scale and standard demographic characteristics from 25 males and 25 females in your community. These data should then be used to cluster participants and to cluster the 15 variables measuring consumer attitudes towards budget airlines.

10. Multidimensional scaling and conjoint analysis.

Content:

Basic concept and scope of multidimensional scaling (MDS) in marketing research and its various applications; steps involved in MDS of perception data, including formulating the problem, obtaining input data, selecting an MDS procedure, deciding on the number of dimensions, labelling the dimensions and interpreting the configuration and assessing reliability and validity; MDS scaling of preference data and distinguish between internal and external analysis of preferences; basic concepts of conjoint analysis, contrast it with MDS and its various applications; procedure for conducting conjoint analysis, including formulating the problem, constructing the stimuli, deciding the form of input data, selecting a conjoint analysis procedure, interpreting the results and assessing reliability and validity.

Content of examples, tasks, assignments to consolidate the topic:

Consider 12 brands of bath soap (you can use the following – or other brands that you are more familiar with): Dove, Zest, Dial, Imperial Leather, Body Shop, Camay, Ivory, Palmolive, Irish Spring, Lux, Safeguard, Fairy. Form all the possible 66 pairs of these brands. Rate these pairs of brands in terms of similarity using a seven-point scale. Write a report on what you would see as the participant experience in completing the task of comparing these brands.

11. Internet and research.

Content:

Internet as a method of research. Internet as a object of research. Internet as a medium of research. Utilizing social media to start understanding the volume of conversations and mentions around a business idea. AB testing. Advantages and disadvantages of online market research.

Content of examples, tasks, assignments to consolidate the topic:

Please divide the below techniques into qualitative and quantitative. Furthermore, as online research is becoming more and more relevant, try to do the same between the online and offline techniques.

The result should be taxonomy of four quadrants: quadrant 1, online qualitative techniques; quadrant 2, online quantitative; quadrant 3, offline qualitative, quadrant 4: offline quantitative:

Online ethnography

Visual data

Telephone questionnaire

Online questionnaire

Online interview

In-depth interview Self-administrated questionnaire E-mail questionnaire

Online focus group Participant observation Secondary data Content analysis

Focus group

Ethnography Semi-structured interview

12. Cross sell analysis.

Content:

Basic characteristics of marketing analytics. Marketing Research and its components. Role and status of marketing analytics in the organization. Customer Life Cycle. Cross Sell and Up Sell. Definition of terms. Basic components of Cross Sell Modeling. Next Best Offer. Analysis of customer potential for sales of products and services. The analysis provides valuable patterns of buying behavior in the form of transparent outputs. Its conclusions are used in referral systems, when compiling promotional packages, determining the content of promotional catalogs, and especially targeting marketing campaigns to existing customers.

Content of examples, tasks, assignments to consolidate the topic:

Perform cross sell based on teachers instructions.

13. Association analysis.

Content:

Association analysis. Using association analysis (shopping cart analysis) to identify the Next Best Offer. Model results in managing campaigns. Sequence analysis. Using sequential analysis to identify Next Best Offer. Sequence analysis also uses a variable to capture information about the order of product purchase by individual customers. The result is two to multi-element rules that show the sequence of purchases. Using modeling results in managing campaigns.

Content of examples, tasks, assignments to consolidate the topic:

Perform association analysis model.

14. Marketing research trends.

Content:

The pace of global change, technological development, changing economic power, changing population, pressure on the environment and the development of consumer values are

supporting disruptions in almost every industry in the world. Market research is no exception. Automation and DIY surveys. Big Data and predictive analytics. Partnership 3.0.
Content of examples, tasks, assignments to consolidate the topic:
Present your research project.

Recommended literature:

- [1] BRADLEY, N., 2013. Marketing Research Tools and Techniques. Oxford: Oxford University Press, 2013. 359 p. ISBN 978-0-19-965509-0.
[2] CHURCHILL, A. G. – IACOBUCCI, D., 2018. Marketing Research. Methodological Foundations. Mason: Thomson/South-Western, 2018. 403 p. ISBN 0-324-22509-1.
[3] KUMAR, V., 2015. Marketing Research. A Global Outlook. New Delhi: Sage Publications, 2015. 412 p. ISBN 978-93-515-0248-7.

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 214

A	ABS	B	C	D	E	FX	M
82,71	0,0	12,15	3,27	0,93	0,47	0,47	0,0

Lecturers: Mgr. Lucia Vilčeková, PhD.

Last change: 11.04.2023

Approved by: