

Master of Business Administration

Spring Semester 2017

Syllabus

Course Number: MRK 390.3
Course Name: Marketing Research
Number of Credits: 3

Class Schedule: Wednesday, 14:10 – 15:25am [Room No. 220]

Instructor(s): Yelena Li Baranouski

Language of Instruction: English

Contact Information:

Instructor's e-mail: libaranouski_y@auca.kg

Faculty Office: Room 215

Phone: 0312 915 000 (Ext. 462), Cell: 0555 78 15 13

Office Hours: Monday 9:30am – 11:30am.

(Prior appointment request is highly encouraged to avoid overlap of time or waiting in case of another student is there before you.)

Course Purposes:

The overall objectives of the course are to equip students with the abilities to consume and produce marketing research. The course covers basic principles of scientific method, research designs and methodologies, and analysis tests.

Course Description:

Marketers gather and analyze information in order to make better decisions. This course will introduce students to the activities, decisions, and strategies used by marketers in the information gathering and analysis tool.

This course provides students with the skills and tools needed to understand and evaluate marketing research. Marketing research involves developing research questions, collecting data, analyzing it and drawing inference, with a view to making better marketing decisions. The course is organized into next parts: Data Collection and Research Design, and Tools and Applications of Market Research.

Student Learning Outcome/Objectives of this course:

- be able to translate a marketing problem into a feasible research question;
- appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities;
- have a general understanding of the strengths and weaknesses of alternative research designs;
- be aware of the many sources of marketing information and the various means for gathering such information;
- be more sensitive to the biases and limitations of marketing data and basic data analysis;

- have a general understanding of univariate and basic bivariate data analysis techniques (i.e., should be able to decide when a technique is appropriate and understand the managerial implications of analytical results); and
- be able to design and execute a basic survey research project.

Expectations:

- You should expect to be provided with a broad and comprehensive exposure to current thinking and research related to the course, and related impacts on individuals and organizations.
- It is anticipated you will exert the necessary effort to read the assigned material, participate in class discussions, and be present on a regular basis.
- As a result, it is expected you will take ownership of the learning process and hold yourself accountable and responsible for the acquisition and integration of the knowledge and learning related to the subject content and processes.
- Your acquisition of knowledge, and the grade you earn for the course, will be direct reflections of the amount of effort and commitment you make during the semester.

Academic Dishonesty:

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Head of Business Administration department for administrative review.

Course Materials

Item	Author(s)	Reference
1	Joseph F. Hair, Jr., Mary Wolfenbarger Celsi, David J. Ortinau, Robert P. Bush	Essentials of Marketing Research, 3 rd edition, McGraw-Hill Irwin (2013)
2	Malhotra, Naresh K	Marketing research an applied orientation, Prentice Hall (2003)
3	Bruce Wrenn, Robert E. Stevens, David L. Loudon	Marketing research : text and cases, 2 nd edition, (2007)
4	Carl, Jr. McDaniel, Roger Gates	Marketing Research Essentials, WHiley (2006)

Course Policies

Issue	Policy
Changes	The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students.
Submission of assignments	Assignments are to be submitted online through Google classroom. Late submission will account for -5 poi of achieved grade.

Grade Component	Percent
Class Attendance/ participation	Out of 15
Group projects/ Case studies	40%
Individual cases / quiz	30% / 15%
Total	100%

Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

A	100 – 93	C	76 – 73
A-	92 – 90	C-	72 – 70
B+	89 – 87	D+	69 – 67
B	86 – 83	D	66 – 63
B-	82 – 80	D-	62 – 60
C+	79 – 77	F	59 - 0

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting assignments on time is essential. If commitments make submitting assignments on schedule impossible, students must consult with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

Group Presentation:

- Teams of 4-5 people will be formed.
- Each team will give interactive oral presentation analyzing a case study. The team will need to answer questions from the class during and after the presentation.
- Each team will have 15 minutes for presentation and then time for Q&A.

- Oral presentation will be graded for the delivery of content
 - Content includes whether your presentation was accurate, complete, specific, detailed, and error free. Were appropriate analytical tools included? Were they correct? Were your recommendations specific? Did you show clearly how your recommendations could be implemented? Tell exactly when, how, where, and why your recommendations are appropriate.
- Everyone on your team will receive the same final grade on your oral presentation. Each member should do their fair share of work on preparing and presenting the case analysis.
- During each case presentation, the class will ask the presenting team questions, solicit further explanation of any unclear parts of the presentation, point out any mistakes in the analysis presented, comment on the feasibility and thoroughness of recommendations given, and, perhaps, offer counter-recommendations with supporting analysis or information. Helpful criticism, praise, and compliments should be given, as appropriate.

Exams:

There are two examinations in the course and they comprise 45% of your grade. The exam questions are designed to evaluate your mastery of the reading material and lectures. The content of the exams will include questions, readings and lectures. All course materials are “important.” Lectures are designed to illustrate and exemplify each chapter.

Attendance and participation:

Students are expected to be prepared by reading the materials before class, complete the given assignments on time and participate in the class discussions.

Attending all classes should be in student’s interest. Missing more than three classes without medical excuse can lead to more severe consequences (see course rules).

Office hours and contacting your professor

To contact the professors, use the available office hours, e-mail or speak with the Business Administration office manager. During office hours, no appointment is necessary; however, prior notice would be appreciated.

Tentative Schedule with due dates for assignments

#	Date	Lecture Topic	Applied case
1	22/03	The Role of Research in Marketing / Marketing Research Process	
2	22/03	Marketing Research Request and Proposal Process /Project idea sharing	
3	29/03	Overview of the Research Design / Project groups building	
4	29/03	Information-Driven Technology, Marketing Intelligence and Database Research / Stage I Project - Secondary data	
5	5/04	Exploratory / Descriptive Research Design	
6	5/04	Causal Research Design – Experimentation	
7	12/04	Research design selection	
8	12/04	Sampling desing selection	
9	19/04	Sources and Methods of Data collection	
10	19/04	Measurement and scaling / Questionnaire development	
11	26/04	Data collection and preparation / /Stage II – Project proposal	
12	26/04	Analyse and interpret data / Prepare and present final report	
13	TBC	Fieldwork	
14	TBC	Fieldwork	
15	10/05	Project Final presentations	
16	10/05	Project Final presentations	

Guide tour at Market Research Consulting agency M Vector – 3rd week

Guest lecture: Oleg Koval, Head of Marketing research and 2nd to be confirmed