Pepperdine University
The George L. Graziadio
School of Business and Management

Dr. Hamid Aït-Ouyahia

MBAM 645-11

Marketing Research

Monday 6:00-10:00
Malibu
Syllabus
Introduction

Marketing research links the organization with its market environment. It involves the specification, gathering, analysis and interpretation of information to help business managers to make better informed and less risky decisions. In the recent years, the computer revolution has increased the power of marketing research with respect to sophisticated data-collecting and decision-making opportunities.

Course Description

This course concentrates on the real-world practice of research, including the theoretical aspects and data analytic tools. Students will be exposed to real-world research proposals and projects and will acquire a knowledge of the concepts and techniques required. Topics covered will be from four major areas of concentration

1. The marketing research environment and the research process.
2. Acquisition of data, questionnaire design and sampling
3. Utilization of classical and advanced techniques of analysis.
4. Contemporary applications of marketing research such as pricing research or brand equity.

Course Objectives

A first objective of the course is provide a bridge between the theory and actual practice of marketing research such as pricing or product design research. A second objective is to learn about the variety of marketing research techniques and contemporary methodologies such as conjoint analysis or factor analysis.
Texts and Course Materials

Because of the large quantity of material that must be covered, regular and systematic preparation on the part of the student is of the utmost importance. The format of the course is a combination of readings, lectures, student presentations and case discussions. We will be using the following teaching methods:

a) Reading from textbook: to provide structure, to introduce language, concepts and techniques and, generally, to ‘set the scene’.

b) Lectures/discussions: to provide further amplification and commentary to clarify understanding.

c) Real world problems/Case studies: to strengthen test skills in listening, diagnosis and decision making.

d) Project presentations

Each student is expected to prepare the assigned materials, to attend class and to actively participate in class discussions. Your learning in this course is directly related to your willingness to expose your ideas and conclusions to the critical judgment of the class, as well as to your efforts to build on and evaluate the comments of your classmates.

The required text is
If read in advance, the assigned text chapters give you exposure to the topics. Class sessions will be devoted primarily to probing, extending, and applying the material in the readings and the cases (see class schedule/assignment below).

Case discussion
You are expected to have prepared the cases and to participate in case actively. At least three reports on any selected cases should be written and handed in (before class discussion). A first case must be handed on or before week 3.

Individual project
You are expected to select an article of interest to you in the Marketing Research domain and, on week 3, 4, 5 or 6 to lead the class in a discussion of the main points covered in the article. Please make sufficient copies of the article to be shared with the class. An executive summary should be provided the same day.

Tests
A written test will take place on week 7.

Grading
Grades will be computed from the following components:

Class participation 40%
Written cases handouts 20%
Individual paper presentation 20%
Test 20%

**Attendance Policy**
Regular attendance is important for systematic progress. If personal situations require you to miss a class with permission of the instructor, it is your responsibility to keep up with the planned schedule.

**Schedule of Classes**

**Week 1:** The Scope of MR  
Readings: Chapters 1, 2, 3 and 4  
Cases: 4.1 Reynolds

**Week 2:** Secondary, exploratory and descriptive research  
Readings: Chapters 5, 7, 8 and 9  
Cases: 8.1 Mountain Bell

**Week 3:** Descriptive and causal research. Sampling issues  
Readings: Chapters 10, 11, 12, 13, 14 and 15  
Cases: 10.2 Roland, 14.2 Talbot  
Assignment: paper presentation

**Week 4:** Data Analysis  
Readings: Chapters 16, 17 and 18  
Cases: 14.1 Exercises in sample design  
Assignment: paper presentation

**Week 5:** Special topics in data analysis-I  
Readings: Chapters 19, 20, 21  
Cases: 19.1: Seafood  
Assignment: paper presentation

**Week 6:** Special topics in data analysis-II  
Readings: Chapters 21, 22 and 23  
Cases: 22.2 Pepsi  
Assignment: paper presentation

**Week 7:** This session will be a wrap-up session. We will in particular revisit some key concepts presented earlier in the course.  
Readings: review all chapters  
Assignment: test

Hamid Aït-Ouyahia, Pepperdine University, 2004