PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

DR. HAMID AIT-OUYAHIA

MBAM 645

MARKETING RESEARCH

FALL 2004
SESSION A

MONDAYS

6:00 PM – 10:00 PM

MALIBU CAMPUS

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 decisions that contribute to a profitable creation and delivery of superior value. In the recent years, technology has increased the power of marketing research with respect to data collection and analysis techniques. In addition, research is increasingly conducted globally. These interesting challenges should be addressed.

Course Description

This course concentrates on the real-world practice of research, including the theoretical aspects and data analytic tools. It provides a systemic view of the discipline and covers four major domains:

1. The marketing research environment and the research process,
2. Acquisition of data, questionnaire and sampling,
3. Utilization of classical and advanced techniques if analysis
4. Contemporary applications

Course Objectives

A first objective of the course is to provide a bridge between the theory and practices of marketing research. A second objective is to learn about the variety of methodologies and types of studies in the marketing research domain.
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, class discussions, exercises, and case discussions. We will be using the following teaching methods:

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

b) Problems and in-class exercises: Students are asked to choose, before class, one problem at the end of the assigned chapters and prepare recommendations to be shared in class.

c) Lectures/discussions. To provide further amplification, deepen some of the techniques and clarify your understanding.

d) Case studies. To strengthen and test your skills in listening, diagnosis and decision making.

e) Project

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

Malhotra, *Applied Marketing Research, Prentice Hall*

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

A list of cases will be provided during the first class. You are expected to have prepared the case 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 IN BEFORE WEEK 4.**

Project
You are expected to select an article of interest to you in the sales management domain and, on week 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 that will include multiple choice questions, short cases and essays.

**Grading**

The grades for the course will be computed from the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>40%</td>
</tr>
<tr>
<td>Cases written reports</td>
<td>20%</td>
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<tr>
<td>Paper presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Test</td>
<td>20%</td>
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**Attendance Policy**

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

**Schedule of Classes**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings</th>
<th>Assignments due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research process and design</td>
<td>Chapters 1, 2, 3</td>
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<tr>
<td>2</td>
<td>Exploratory design:: Secondary data and qualitative approach</td>
<td>Chapters 4, 5</td>
<td>Cases, questions relative to chapters 1, 2, 3,</td>
</tr>
<tr>
<td>3</td>
<td>Descriptive and causal research, Discriminant analysis</td>
<td>Chapters 6, 7 + chapter 18</td>
<td>Cases, questions relative to chapters 4, 5</td>
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<tr>
<td>4</td>
<td>Measurement and Scaling Questionnaire design, Factor analysis</td>
<td>Chapters 8, 9, 10, 11, 12 + chapter 19</td>
<td>Cases: questions relative to chapters: 6, 7</td>
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<tr>
<td>5</td>
<td>Fieldwork, hypothesis testing, Anova, Cluster analysis</td>
<td>Chapters 13 to 17 + chapter 20</td>
<td>Cases: questions relative to chapters 8, 9, 10, 11, 12</td>
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<tr>
<td>6</td>
<td>Conjoint analysis and multi-dimensional scaling</td>
<td>Chapters 18, 19, 20, 21</td>
<td>Cases: questions relative to chapters 13 to 17:</td>
</tr>
<tr>
<td>7</td>
<td>Wrap-up test</td>
<td>Chapters 22, 23</td>
<td>Cases: questions relative to chapters: 18 to 20 and 22 to 23</td>
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