



MARKETING RESEARCH

Objectives:

The course is aimed at providing a solid foundation to both users and suppliers of marketing research – combining a thorough description of underlying principles with suggested procedures for **applying** these principles in practice. Students who succeed in this course shall have demonstrated:

- An understanding of the marketing research process
- An ability to write a research brief
- An ability to propose a design for a marketing research project
- An ability to write a simple research proposal
- An ability to formulate research objectives (based on a management problem)
- An understanding of sampling
- An ability to interpret data
- An ability to write a brief management report given simple research results
- The ability to perform all of the above for both quantitative and qualitative research methodologies

Content:

- Marketing Research in Practice
- Marketing Information and Decision Support Systems
- The Research Process and Research Design
- Secondary Data
- Commercial Surveys, Audits and Panels
- Survey Research
- Measurement in Marketing Research
- Questionnaire Design

- Direct Response Attitude Scales and Measures of Emotion
- Derived Attitude Scales
- Observation and Physiological Measures
- The Sampling Process
- Data Reduction and Estimation
- Univariate Hypothesis Testing
- Measures of Association
- Multivariate Hypothesis Testing
- Experimentation
- Qualitative Research
- Sample Size Determination

The copyright of all IMM Graduate School of Marketing material is held by the IMM GSM. No publications may be reproduced without its prior written permission.

February 2008