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MKTG 366.01: Marketing Research

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The University of Montana

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MKTG 366 - Marketing Research
Course Syllabus
Fall Semester, 2001
Sec. 01: GBB 106 (MWF 11:10-12:00)
Sec. 02: GBB 108 (MWF 12:10-1:00)

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Office Hours: MW 1:00-3:30 or by appointment

Readings

Required:

Recommended:
The Wall Street Journal
Fortune
Inc.
Entrepreneur

Additional readings will be passed out in class.

Course Objective

To provide an overall understanding of the marketing research process, including problem formulation, research design, data collection forms and methods, sample design, data collection, data interpretation, and the preparation of research reports.

Grade Breakdown

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Quizzes (7 total)</td>
<td>40%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Case</td>
<td>10%</td>
</tr>
<tr>
<td>Final Project</td>
<td>30%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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Quizzes

There will be seven quizzes throughout the course of the semester. The lowest score of the seven will be dropped. These quizzes will cover material from the textbook as well as material discussed in class, including case studies and student contributions.

Class Participation

Students will be evaluated on the quality of their contributions to class discussions. Because this class is very integrative (meaning you apply concepts from previous courses), students are expected to share their thoughts and questions with the class. And because of this, class participation is a major portion of your grade. Occasionally, we will have in class cases to read and discuss; other times I will assign a group to prepare a case and the entire class will discuss it. There will also be unannounced exercises to test your basic comprehension of the previous day or week's material. So coming to class is the first step in participation.

Participation will be assessed through the handing out of participation cards. When a student contributes something to class, they will be given a card that has blanks for them to fill in their name and ID number. At the end of each class, the cards will be handed back in to me. To prevent a select few from dominating conversation for their grade's sake, no student may earn more than two cards per class period. The cards will be tallied, and a running total will be kept. Students will be graded based on not only how many cards they receive over the course, but also on how consistently they contribute throughout the semester.

Group Case Analyses

The class will be broken down into project groups. Each project group will be responsible for two assignments during the semester. The first is a midterm case analysis, which will be assigned a few weeks into the semester. You should take the major concepts from the book up until that point, and use them to analyze the case at hand. Your case analysis should include the following sections:

- Executive Summary (sums up the whole paper, 1-2 paragraphs)
- Case Introduction
- Situation Analysis (apply course theories and concepts)
- Conclusion
The body of the paper should be no more than six double-spaced 12-point font pages. Include a cover page with all group members’ names. The executive summary should be on a page by itself, and doesn't count against the six-page maximum. Grammar, spelling, and presentation will be figured into the analysis grade.

Note that there is not right or wrong answer to a case study. Papers are assessed based on the strength of concept application. Also, actual current events have no bearing on the analysis of the case.

Late papers will not be accepted.

Final Project

The final project is a major, semester-long undertaking. It should apply course concepts discussed throughout the entire semester. Project groups perform the final project.

For the project, choose one of the following:

1.) Make up a business that you would be interested in starting. Perform all the market/marketing research that goes into developing the marketing strategy. Incorporate all of the 4 P's. You should study the location, clientele, competition, industry, etc. Create a formal final report based on your findings. This would be a good starting point for anyone interested in taking MGMT 348 Entrepreneurship later on.

2.) Choose an actual business in Missoula or surrounding areas. You can work with a business in a number of ways. First of all, they may want you to solve a problem that they are having. For example, they may feel that they are not reaching the upper class segment of the population. Find out why. Secondly, you may actually develop or revamp their marketing strategy, using the 4 P's. Create a formal final report based on your findings.

The project consists of both a written and an oral part. The written requirement is a three-page paper that summarizes your findings. Accompanying the paper is a 30-minute comprehensive presentation of your project. The final five minutes of the presentation will be a question/answer session with your classmates. The majority of your grade on the project comes from the quality of your presentation. You should present your project as if it were the actual paper. You should include the following sections:

- Executive Summary (sums up the whole paper)
- Introduction
• Research Formulation (the types you used and why, as well as limitations)
• Situation Analysis (apply course theories and concepts)
• Results
• Conclusion and Recommendation

These presentations are formal, so be sure to dress accordingly. PowerPoint is highly recommended. The entire group must attend the presentation. Attendance of other groups’ presentations is not required but is most definitely in your (and your grade’s) best interests to attend.

Groups

When choosing your group, take it very seriously. You should consider schedules, skills and abilities. A major key to success in this course is the ability to be flexible and work well with group members. A group evaluation sheet will be passed out near the end of the term for the purpose of evaluating your team members on different aspects of their performance. This evaluation may or may not hurt your grade.

Another aspect of group work in this class is that you are able to fire a group member if their performance is substandard. In order to fire someone, you must present me with a formal letter signed by all other group members, stating that you are firing the person, and stating why. You must also notify the person of his/her being let go. Anyone who is fired must either find another group, which requires a formal hiring letter, or come to me to be assigned a country and complete the assignment alone.