

Spring 2-1-2004

MKTG 366.01: Marketing Research

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University of Montana
School of Business Administration
Marketing Research 366
Spring Semester 2004

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Text: Churchill, Gilbert A., Jr., Basic Marketing Research 4th Ed., Dryden Press, 2001.

Course Objective: To introduce students to the fundamentals of social science research methods with marketing applications.

Grade Basis: There will be a total of four exams for the semester. Three will be during the term and one during finals week. The instructor will drop the lowest of each student's first three scores. Please refer to the topic outline for dates of exams. All four exams will be of equal value. For students wishing to "hedge their bet" regarding a borderline point total for final grade purposes, the following cases are available to be done on an optional basis. As discussed in class, the instructor will not grade these cases, but simply will keep a tally of cases submitted for each student.

<u>CASE</u>	<u>PAGE</u>	<u>DUE DATE</u>
I.E Wisc. Pwr. & Light (A)	98	Feb. 11, 2004
II.A Rumstad Decorating (A)	159	Mar. 8, 2004
III.D Premium Pizza, Inc.	304	Apr. 5, 2004
IV.A Rumstad Decorating (B)	422	Apr. 25, 2004
V.G Holzem Bus. Systems	573	May 5, 2004

Marketing Research 366
Topic Outline
Spring 2004

<u>WEEK</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
1 (1/26, 1/28)	Introduction, Research Jargon, Problem Formulation	Chapt. 1,2,3,4
2 (2/2, 2/4)	Probability and Expected Value of Perfect Information	Handouts
3 (2/9, 2/11)	Research Design, Exploratory Research	Chapt. 5
4 (2/16, 2/18)	2/16/02 Presidents Day Holiday 2/18/02 FIRST EXAM	
5 (2/23, 2/25)	Descriptive and Causal Research	Chapt. 6
6 (3/1, 3/3)	Secondary Data, Syndication Services	Chapt. 7 Chapt. 8
7 (3/8, 3/10)	Primary Data, Questionnaires	Chapt. 9, 10
8 (3/15-3/17)	SECOND EXAM (3/15/04) Questionnaires, Observation	Chapt. 11
9 (3/22, 3/24)	Instrument Design, Measurement	Chapt. 12, 13
10 (3/29, 3/31)	SPRING BREAK	
11 (4/5, 4/7)	Measuring Attitudes, etc.	Chapt. 14
12 (4/12, 4/14)	Sampling 4/14/02 THIRD EXAM	Chapt. 15
13 (4/19, 4/21)	Sampling, Sample Size Determination	Chapt. 16, 17
14 (4/26, 4/28)	Fieldwork	Chapt. 18
15 (5/3, 5/5)	Research Reports	Chapt. 22, 23
16 (5/10-5/14)	Finals Week Sec. 01 final 3:20-5:20p.m. Mon.. 5/10/04 Sec. 02 final 3:20-5:20p.m. Thurs. 5/13/04	