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### MKTG 366.02: Marketing Research

Robert Van Driest

*University of Montana - Missoula*

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## Syllabus for MKTG 366, Marketing Research, Fall Semester 2003

### Course Information

Section 1: MWF 11:10 AM – 12:00 PM, Room GBB 119

Section 2: MWF 12:10- 1:00 PM, Room GBB 119

### Instructor Information

Instructor: Rob Van Driest  
Office: GBB 341  
Phone: 243-5137  
Email: rob.vandriest@business.umd.edu  
Office Hours: 2:00-3:00 MWF or by appointment

### Required Text

*Basic Marketing Research*, Gilbert A. Churchill, Jr., Harcourt, 4<sup>th</sup> Ed.

### Course Overview/Objectives

To familiarize you with a fundamental working knowledge of market research. What it is, ways of executing the research and methods of interpreting the data collected. The course will cover problem definition, research design, data collection, data analysis and creation of research reports. We will utilize the text, examples of "real world" business examples and other materials to support the course objective.

### Course Requirements

Exams (2)	40%
Written Assignments (2)	30%
Attendance/Participation	30%

### Exams/Assessments

There will be two exams during the course of the semester. The exams are not cumulative and will be comprised of short-answer, multiple choice and/or true/false questions.

Reviews will be held prior to exams to assist your preparation. You are strongly encouraged to attend these review sessions.

There will be two written assignments, limited to 5 pages. These assignments will be concise and will utilize information obtained from the both halves of the semester. More information will be provided when the first assignment is announced to allow for planning/execution. These will be group/team assignments as you will be acting as research consultants.

The attendance/participation component of your grade will be based upon a combination of class attendance, quizzes, in-class assignments and your contributions to class discussions.

### Expectations

You are encouraged to discuss your work and progress with me at any time to resolve specific problem areas, to further clarify material, or to provide you with concrete suggestions on how to improve your performance. In return, I expect you to come prepared to class every day. Read the chapter being discussed prior to attending class and look over the review questions. I will inform you at the end of class what, specifically, to read for the next class. Attendance and participation are essential for earning an A in this course.

No cell phones or pagers are to be "on" during class – sort of like the airlines.

I will make every effort to make the classroom a fun and interactive learning environment for the full fifty minutes. I maintain an "open door policy" that means I will be available during office hours and much as I can outside of class/office hour schedule. I encourage you to seek me out if you have any questions, at all, regarding the class.

Syllabus for MKTG 366, Marketing Research, Fall Semester 2003

<u>Dates</u>	<u>Topics</u>	<u>Chapters</u>
9/3-9/5	Introduction to Market Research	1
9/8-9/12	Gathering Information	2 thru 3
9/15-9/19	Problem Formulation/Research Design	4 thru 5
9/22-9/26	Research Design/Data Collection	6 thru 7
9/29-10/3	Data Collection	8 thru 9
10/6-10/10	Data Collection	10 thru 11
10/13	Data Collection	
10/15	Review for Exam 1	1 thru 11
<b>10/17</b>	<b>Exam 1</b>	<b>1 thru 11</b>
10/20	Data Collection Forms	12
10/22	<b>Written Project I Due - Design</b>	13
10/24	Measuring Attitudes, etc.	14
10/27-10/31	Sampling I	15 thru 16
11/3-11/7	Sampling II	17 thru 18
11/10-11/14	Data Analysis I	19
11/17-11/21	Data Analysis II	20
11/24	Take Home Assignment (Internet)	
11/26-11/28	Thanksgiving Break – No Class	
12/1-12/5	Data Analysis III	21
12/8-12/10	Research Reports	22 thru 23
<b>12/12</b>	<b>Written Project II Due - Research</b>	
12/12	Review for Exam 2	12 thru 23
<b>12/15</b>	<b>Section 2 Exam 2, 10:10 – 12:10</b>	<b>12 thru 23</b>
<b>12/19</b>	<b>Section 1 Exam 2, 8:00 – 10:00 AM</b>	<b>12 thru 23</b>