

University of Minnesota-Duluth
Labovitz School of Business and Economics
Department of Marketing

Fall 2008

Course: Mktg 3711 Marketing Research
Sections 1: 1:00-1:50 MWF Room LSBE 225
Sections 2: 2:00-2:50 MWF Room LSBE 225

Prerequisites: Mktg 3701 or Mgmts 3701; LSBE candidate or college consent.

Professor: Dr. Stephen B. Castleberry LSBE 365 AA
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Office Hours: 12:00-1:00 MWF or by appointment

Course Catalog Description:
Emphasis on improving skills of conducting secondary research, designing a primary research study, and analyzing and reporting results of a research study.

Course Textbook: Marketing Research: 7th edition by McDaniel and Gates, 2007, Wiley.

Web Vista: This is where you can get the PowerPoint slides I have developed for this course this semester. To access WebVista, go to <https://www.myu.umn.edu>, then click on mytoolkit, then login with your UMD login (that you use for your email), then click on the course.

Grade Determination:

Exam One	15%
Exam Two	15%
Final Exam	15%
Project 1	20%
Project 2	20%
Course Participation	15%

EXAMS will probably be Blue Book format (short answer and discussion, not multiple choice).

PROJECT ONE will consist of conducting extensive secondary research for a set of research objectives and presenting the information in a PowerPoint presentation.

PROJECT TWO will consist of inputting data and analyzing that data using SPSS statistical software.

COURSE PARTICIPATION This includes such items as the following: attend class (arriving on time), turn in written case writeups and exercises as required, be prepared to intelligently discuss assigned cases and text material (as demonstrated by quality of class discussion and pop quizzes), be prepared to participate in class activities, speak respectfully to class members and to me, provide complete status reports as required, completing tutorial on time, sending thank-you emails to guest speakers, raising your hand to make comments/ask questions/answer questions, etc. Note that course participation occurs both inside and outside the classroom.

COURSE OUTLINE (Could change during the semester)

W9/3	Introductions	
F 9/5	The Role of Marketing Research	1
M 9/8	The Research Industry and the Marketing Research Process	skim 2,3
W 9/10	Secondary Data and Databases	4
F 9/12	Guest Speaker (Mark Herzog, BestBuy)	
M 9/15	<i>Introduce Project 1 and how it will be graded/ Library research</i>	
W 9/17	Library Research	
F 9/19	Vileta Secondary Research Seminar (I've contacted Jim. Place?)	
M 9/22	Survey Research	6
W 9/24	Library Research	
F 9/26	Measurement	9
M 9/29	Attitude Scales	10
W 10/1	Library Research	
F 10/3	Exam One (Chapters 4, 6, 9, 10 plus class discussion/PowerPoints)	
M 10/6	Questionnaire Design	11
W 10/8	Library Research	
F10/10	Basic Sampling Issues/ Communicating Research Results	12
M 10/13	Library research	
W 10/15	Project 1 due when class begins <i>Introduce Project 2 and how it will be graded</i>	
F 10/17	Data Input and Analysis/Lab	14
M 10/20	Lab	
M 10/22	Guest Speaker (Mark Labovitz, Lion Hotel Group)	
F 10/24	Lab	
M 10/27	Statistical Testing of Differences/ Lab	15
W 10/29	Guest Speaker (Brent Ruuska - SMDC)	
F 10/31	Lab	
M 11/3	Lab	
W 11/5	Lab	
F 11/7	Lab	
M 11/10	Lab	

W 11/12	Lab	
F 11/14	Correlation and Regression	16
M 11/17	Lab	
W 11/19	Qualitative Research	5
F 11/21	Exam Two (Chapters 11, 12, 14, 15, 16, plus class discussion/PowerPoints) (I will be in Rochester)	
M 11/24	Observation	7
W 11/26	Experimentation	8
F 11/28	HOLIDAY (Happy Thanksgiving)	
M 12/1	Research Ethics	
W 12/3	Sample Size Determination	13
F 12/5	Lab (I will be in Rochester)	
M 12/8	Multivariate Analysis	17
W 12/10	Course summary/Final exam review	
F 12/12	(I will be in Rochester)	

Final Exam (Chapters 5, 7, 8, 13 plus class discussion/PowerPoints)

Sections 1 (1:00 class): Friday, Dec 19, 8-9:55 am

Sections 2 (2:00 class): Monday, Dec 15, 10-11:55 am