DE LA SALLE UNIVERSITY
College of Science
Department of Mathematics

MRKRESS – *Marketing Research for Statistics Majors*
Prerequisite: LINMODE, MULTIVA   *Prerequisite to:*

Instructor: **Contact details:**
Consultation Hours: **Class Schedule and Room:**

Course Description

This course is designed to help students learn the essential principles of MARKETING RESEARCH. It will provide students with the important concepts and skills in research design and analyses necessary for making sound marketing decisions. This course emphasizes the primary methodologies of market research as well as introduces a variety of market research techniques including appropriate sampling and multivariate strategies, and demonstrates how these marketing research techniques apply to marketing, advertising, sales, product design and development.

Learning Outcomes

On completion of this course, the student is expected to present the following learning outcomes in line with the Expected Lasallian Graduate Attributes (ELGA)

ELGA	Learning Outcome
Critical and Creative Thinker Effective Communicator Lifelong Learner Service-Driven Citizen	At the end of the course, the student will apply appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems

Final Course Output

As evidence of attaining the above learning outcomes, the student is required to submit the following during the indicated dates of the term.

Learning Outcome	Required Output	Due Date
At the end of the course, the student will apply appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems	An inquiry-based group presentation highlighting the appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems	Week 13

Rubric for assessment

The following rubric will be used for grading students' rewritten solutions. The new quiz score will be obtained by adding ORIGINAL QUIZ SCORE and 20% of the REWRITTEN SCORE. Note that students will only rewrite items that they did not get perfectly.

CRITERIA	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Formulation of the Research Problem and Objectives (10%)	Research problem and objectives are clearly defined and significant; Demonstrates evidence that the research problem was researched and designed well.	Research problem and objectives are clearly defined and significant.	Research problem is clearly defined but some objectives are insignificant.	Research problem and objectives are vague and insignificant.
Correct Application of the Statistical Concepts (35%)	Statistical analyses are appropriate with correct interpretations and relevant conclusions.	Statistical analyses are appropriate with correct interpretations.	Some statistical analyses are inappropriate.	Statistical analyses are inappropriate
Depth of Analysis (30%)	The analysis convinces the reader about the wisdom of conclusions, implications and consequences on the basis of statistical	The analysis engages the reader to appreciate the wisdom of conclusions, implications and consequences on	The analysis have limited ideas that do not explain the wisdom of conclusions, implications and consequences on	The analysis has incorrect ideas and conclusions.

	methods and findings	the basis of statistical methods and findings	the basis of statistical methods and findings	
Clarity and Organization of Written Report (10%)	Written report is organized logically and presented clearly with effective transitions.	Written report is organized logically and presented clearly.	Written report is organized and some discussions are not clear.	Written report is not organized.
Oral Presentation (15%)	Overall presentation is creative and well organized with innovative ideas.	Overall presentation is creative and well organized.	Overall presentation is organized	Overall presentation is not organized

Grading System

Class Participation: 20%	**Scale:**	
Written Assignment: 25%	95-100%	4.0
Midterm Exam: 25%	89-94%	3.5
Group Project: 30%	83-88%	3.0
TOTAL: 100%	78-82%	2.5
Passing Grade: 60%	72-77%	2.0
	66-71%	1.5
	60-65%	1.0
	<60%	0.0

Additional Requirements

Written Assignment :
There will be one homework assignment, which should be completed on an individual basis. Any questions/clarifications should be directed to the instructor only. Late submissions carry a penalty of minimum 20%.

Guidelines for Group Project :
The objective of the research project is to provide you with some experience in applying the concepts and methods of marketing research to a real problem. The project must be done in a group of two, three or at most four students. You will have considerable freedom to follow your own interests. The most important thing is to find a decision problem relevant to marketing that requires the collection and analysis of primary descriptive data. The report you write cannot be subject to non-disclosure; i.e., you must be able to share its contents with anyone from the faculty.

Learning Plan

LEARNING OUTCOME	TOPIC	WEEK NO.	LEARNING ACTIVITIES	
At the end of the course, the student will apply appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems	**An Introduction and a Look at the Early Phases of Market Research** An Introduction to Marketing Research On Defining the Market Research Problem and Developing an Approach	Week 1- 3		
	A Look at the Research Design Fundamentals of Research Design The Exploratory Research Design : Secondary Data The Exploratory Research Design: Qualitative Research The Descriptive Research Design : Survey and Observation The Casual Research Design : Experimentation Measurement and Scaling : Comparative and Non-comparative scales Questionnaire and Form Design Sampling Design and Procedures	Week 4-9		
	On Data Collection, Preparation, Analysis and Reporting Field Work	Week 10-13		

	On Data Preparation
	Basic Analysis (Frequency Distribution, Cross Tabulation and Hypothesis Test)
	Correlation And Regression
	Multivariate Analysis
	    a. Discriminant and Logit
	    b. Factor analysis
	    c. Cluster Analysis
	Report Preparation and Presentation			

	FINAL EXAM			

References

Jarboe, G.R. (1999) *The Marketing Research Project Manual* (4th edition). Cincinnati: South-Western College Pub.

Lattin, J.M., Green, P.E. & Carroll, J.D. (2003) *Analyzing Multivariate Data*. Pacific Grove, CA: Thomson Brooks/Cole

Malhotra, N. (2007) *Marketing Research: an Applied Orientation* (5th edition). New Jersey: Pearson Education International.

Payne, S. (1980) *The Art of Asking Questions*. Princeton: Princeton University Press

Class Policies

1. The required minimum number of quizzes for a 3-unit course is 3, and 4 for 4-unit course. No part of the final exam may be considered as one quiz.
2. Cancellation of the lowest quiz is not allowed even if the number of quizzes exceeds the required minimum number of quizzes.
3. As a general policy, no special or make-up tests for missed exams other than the final examination will be given. However, a faculty member may give special exams for
   A. approved absences (where the student concerned officially represented the University at some function or activity).
   B. absences due to serious illness which require hospitalization, death in the family and other reasons which the faculty member deems meritorious.
4. If a student missed two (2) examinations, then he/she will be required to take a make up for the second missed examination.
5. If the student has no valid reason for missing an exam (for example, the student was not prepared to take the exam) then the student receives 0% for the missed quiz.
6. Students who get at least 89% in every quiz are exempted from taking the final examination. Their final grade will be based on the average of their quizzes and other prefinal course requirements. The final grade of exempted students who opt to take the final examination will be based on the prescribed computation of final grades inclusive of a final examination. Students who missed and/or took any special/make-up quiz will not be eligible for exemption.
7. Learning outputs are required and not optional to pass the course.
8. Mobile phones and other forms of communication devices should be on silent mode or turned off during class.
9. Students are expected to be attentive and exhibit the behavior of a mature and responsible individual during class. They are also expected to come to class on time and prepared.
10. Sleeping, bringing in food and drinks, and wearing a cap and sunglasses in class are not allowed.
11. Students who wish to go to the washroom must politely ask permission and, if given such, they should be back in class within 5 minutes. Only one student at a time may be allowed to leave the classroom for this purpose.
12. Students who are absent from the class for more than 5 meetings will get a final grade of 0.0 in the course.
13. Only students who are officially enrolled in the course are allowed to attend the class meetings.

Approved by:

DR. ARTURO Y. PACIFICADOR, JR.
Chair, Department of Mathematics

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February 2013 /