

**MIDDLE EAST TECHNICAL UNIVERSITY – NORTHERN CYPRUS CAMPUS
BUSINESS ADMINISTRATION PROGRAMME**

**BUS 471 Marketing Research (Thursday 13.40 – 16.30, I-109)
Spring 2009**

Instructor:

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Office hours: Tuesday 13.30 – 15.30
Thursday 10.00 – 12.00

Required Textbook:

Schmidt, Marcus J. and Hollensen, Svend, Marketing Research (An International Approach), Prentice-Hall/ Pearson Education Ltd, U.K., 2006.

Grading:

Class Attendance * : 10%
First MT : 20%
Second MT : 20%
Final : 30%
Quizzes : 20%

The final exam is not cumulative, and covers the material after midterm 2.

*: Based on active participation in class. Students accumulating more than 2 unexcused absences for the semester lose all of their class attendance marks.

Course Description:

Use of qualitative and quantitative marketing research tools in a global marketing setting. Online and secondary data sources, focus groups, qualitative research methods, measurement and scaling, survey and questionnaire design, ANOVA and regression methods, discriminant analysis and logistic regression, profiling customers through factor analysis, segmentation of customers through cluster analysis, positioning of products through multidimensional scaling (MDS), systematic product development through conjoint analysis. Use of SPSS as the data analysis software tool.

Prerequisite: BUS152 or ECO205 (understanding of basic statistics is required)

Learning Outcomes:

This course is designed to provide students with a sound understanding of marketing research methodologies, both qualitative and quantitative, in today's internet enabled global marketing setting. At the end of this course the student will be expected to use intermediate statistical methods to analyse a variety of marketing research problems. Particular attention is paid to correct identification of the marketing research problem and appropriate methodology, and to the interpretation of statistical results rather than computation.

Class Attendance:

Class attendance is absolutely mandatory as this course will work very intensely with SPSS to analyze numerous marketing research examples. This will be done in interactive class sessions, which will be held in the computer lab. This will give students a "real world" exposure and confidence in tackling actual business problems. As such, class sessions cannot be made up by not attending and "just reading the chapter".

Course outline:

This course will strictly adhere to the pre-determined schedule below. ***Prepare ahead of time and don't get trapped in "too many projects or quizzes to do for other courses" during the semester!***

- Week 1: Introduction to international marketing research Ch 1
Online and other secondary data sources Ch 2
Observational and tracking methods Ch 3
Introduction to SPSS
- Week 2: Focus Groups Ch 4
Other qualitative research methods Ch 5
- **Week 3: QUIZ 1 (Ch 1, 2, 3, 4, 5)**
Measurement and scaling Ch 6
- Week 4: Survey and questionnaire design-concepts Ch 7
- **Week 5: MIDTERM 1 (Ch 1, 2, 3, 4, 5, 6)**
Survey and questionnaire design-applications Ch 7
- Week 6: Analysis of Variance (ANOVA) and analysis of covariance (ANCOVA) Ch 9
- **Week 7: QUIZ 2 (Ch 7, 9 (anova and ancova))**
Multiple regression Ch 9
- Week 8: Multiple regression Ch 9
Discriminant analysis Ch 10
- **Week 9: QUIZ 3 (Ch 9 (multiple regression), 10 (discriminant analysis))**
Logit choice models (logistic regression) Ch 10
- **Week 10: MIDTERM 2 (Ch 7, 9, 10)**
Profiling customers: factor analysis Ch 11
- Week 11: Profiling customers: factor analysis Ch 11
- Week 12: Cluster analysis and segmentation of customers Ch 12
- **Week 13: QUIZ 4 (Ch 11, 12)**
Positioning the product: MDS (multidimensional scaling) Ch 13
- Week 14: Systematic product development: conjoint analysis Ch 14
- **Final's week: FINAL EXAMINATION (Ch 11, 12, 13, 14)**