



Boston College Marketing Research

Spring - 2012
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Purpose of Course

This marketing research course will cover the fundamentals of scientific investigation in solving marketing problems. The focus will be on both qualitative and quantitative tools of analysis. The student will leave the course equipped with the correct methodological know-how to solve marketing and marketing related problems.

Materials

- Marketing Research, Hair, Bush, Ortinau, McGraw Hill Irwin Publishers
- Internet Access and email

Text Book Web Site: <http://www.mhhe.com/business/marketing/hair2e/>

Grading

Your grade in the course will be determined as follows:

Midterm Opportunity	25%
Final Opportunity	25%
Case Analysis	20%
Participation	30%

Caution

This is an upper level course. You will be expected to be prepared to participate in the class sessions. This preparation includes reading the material to be covered that day, preparing to discuss any cases or articles assigned, preparing and submitting (on time) any cases or written assignments, and asking questions and responding to questions posed. Your success in the class will be highly correlated with your level of interest and participation.

Marketing Research - Course Outline

Class	Topic	Assignment
Jan 19	Intro/ HK Role of Marketing Research in Strategic Planning Mktg. Res environments	Chapter 1
Jan 26	The Research Process	2
Feb 2	Problem Definition, Research Objectives, and Marketing Research Ethics	3
Feb 9	Secondary Data	4
Feb 16	Customer Relationship Management and the Marketing Research Process	5
Feb 23	Research Designs	8
	Descriptive Research Designs: Survey Methods and Errors, Observation Techniques, Experiments, and Test Markets	9 10
March 1	Spring Break	
March 8	Midterm Opportunity	
March 15	Sampling & Measurement	11, 12, 13
March 22	Questionnaire Design (online class)	

March 29	Data Analysis	15, 16
Apr 5	Data Analysis Cont'd	
Apr 12	Marketing Research Mistakes	Weblinks
April 29	Presenting Research	19
Apr 26	Ethics/Catch-up/Review/	Handout
May 3	Final Opportunity	