

CALIFORNIA STATE UNIVERSITY, HAYWARD  
School of Business and Economics

SYLLABUS

MKTG6401 Marketing Research

Instructor: Dr. Jagdish Agrawal

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Office hours: Tuesday & Thursday (11:20-11:50AM & 5:20-5:50 PM) and Wednesday (5-6PM)  
and by appointment

Objective:

The purpose of this course is to train business students in conducting research. The course is designed for those who may supervise or conduct marketing research projects and evaluate results in their managerial roles or consultants. A successful completion of this course should result in the following learning outcomes.

1. Acquire knowledge about the process of conducting marketing research.
2. Acquire skills in using Statistical Package for Social Sciences.
3. Acquire skills in statistical analysis and interpretation of data.
4. Acquire knowledge and skills in acquiring and analyzing secondary data.
5. Gain knowledge about sampling techniques.
6. Gain practical experience in conducting a marketing research project.
7. Develop skills in oral and written communication of research results.

Course Description:

The course will focus on developing knowledge and skills in the applications of the marketing research process and tools in solving business problems. We will discuss the complete marketing research process from problem formulation to writing and presenting a research report. Topics covered will be developing research questions and hypotheses; deciding what data to collect, where to collect from and how to collect data; developing sampling plan; coding and editing of data; using statistical tools to analyze data, interpreting results; and writing and presenting reports. Special emphasis will be given to training students in the use of the appropriate statistical tools in analysis of data and application of SPSS to analyze data. Lectures, completion of assignments, and active involvement in the research project will be the bases for acquiring knowledge and skills about marketing research

Students will be involved in conducting one real-life marketing research study since the only way to learn market research is through actual experience. The class will be divided into different groups responsible for different tasks associated with the research project. Groups are free to share information and knowledge about the project. I will be available to all the groups for consulting. Be prepared to spend a considerable amount of time outside the class

working on the take-home assignments and research project.

Text book: Naresh K. Malhotra: Marketing Research: An Applied Orientation, 3<sup>rd</sup> edition, Prentice Hall, NJ.

SPSS Software (graduate/professional version) is recommended, but not required.

Prerequisites: Successful completion of MKTG3401 or MKTG6005 and Statistics/Math Proficiency tests.

(If you have not completed these requirements, you should not register for this class under any circumstances)

Assignments and Policy:

1. There will be a mid-term examination but no final examination. Students will be asked to complete a number of individual/group assignments dealing with all phases of marketing research. The assignments are considered a very important part of the course. Late submission of an assignment will cost @15% a day of the points allocated for that assignment. However, I will not accept any late submission of an assignment beyond the fourth day after the original due date for that assignment.
2. When grading the research report, I will use the feedback from individual members of each group to assess the relative contribution of individual members. One of the purposes of group assignments is to learn to work with other individuals. Every group member is expected to make a significant contribution to the group work and not to do anything that affects the group negatively. Therefore, if I hear complaints about any student from fellow group members regarding the group research work and if I am convinced regarding the lack of fair contribution by that student, I will give a grade of I (incomplete) to that student. I may also ask group members to evaluate their fellow group members regarding their contribution to the group project for the purpose of assigning grade in research project.
3. I do not mind if students consult with one another on assignments. But each student (or pre-designated group) is to hand in his/her individual (or group) assignments. Any reasonable evidence of academic dishonesty in assignments and examinations will automatically result in the course grade of F.
4. Attending every class and arriving on time are very essential requirements of this class. In the event that for some unavoidable reason you have to miss any class during the semester, I would appreciate it if you would let me know that in advance of class. **WARNING: IF YOU MISS MORE THAN 2 CLASSES WITHOUT ANY VALID EXCUSE, YOU WILL GET A GRADE OF U (UNAUTHORIZED WITHDRAWAL FROM CLASS).** In order to be counted as being present in a given class, you must stay in the class until the class is over.

5. You are responsible for ALL material covered during lectures. You are also responsible for ALL assigned readings even if they are not discussed in class.
6. Except for medical emergencies, examination cannot be made up.
7. I do not mind if students consult with one another on assignments. But each student (or pre-designated group) is to hand in his/her individual (or group) assignments. Any reasonable evidence of academic dishonesty in assignments and examinations will automatically result in the course grade of F.
8. While assigning points for the group research project, I will consider inputs from individual members of the group regarding the relative contribution of each group member. (See Appendix A)
9. Each student is expected to make a significant contribution to the group research project. If I hear repeated complaints against any student from his/her fellow team members, I will consider assigning a grade of I (incomplete) for that student's grade.

Approximate weighing of grades (Total points 1000):

Assignments (3 to 4 assignments) (Individual or group of at most two students per group)	30%
Mid-term exam	35%
Research Project	35%

The final course letter grade will be based on the following criteria:

A	91% and above	A-	86% - 90%
B+	81% - 85%	B	76% - 80%
B-	71% - 75%	C+	66% - 70%
C	61% - 65%	C-	56% - 60%
D	51% - 55%	F	<= 50%

## Tentative Schedule (subject to change)

- First Week (Sept. 27): Introduction to Course  
Discussion of Marketing Research Process  
Definition of Marketing Research Problem  
Exploratory research  
Formulation of Research Questions and Hypotheses  
Introduction to the Research Project  
Four types of scales to differentiate data for analysis  
  
Chapters: 1,2 and 8 (246-254)
- Second Week (Oct. 4): Research Design  
Identification of data to collect for a research project  
Deciding Sources of data: primary and secondary sources  
Development of data coding scheme  
Training in use of SPSS for data analysis  
Organization of teams for research project  
  
Chapters: 3 (81-97), 4 and 14 (418-433)
- Third Week (Oct. 11): Qualitative research techniques  
Designing data collection instruments  
Scales to measure consumers' attitude, perception, & beliefs  
Questionnaire design  
Measurement of Reliability and validity of scales  
Preparing data for analysis  
Research project work  
  
Chapters: 5, 6, 8 (255-265), 9,10, 13 and14 (433-443)
- Fourth Week (Oct. 18): Sampling: Probability and Non-probability Sampling  
Sampling and non-sampling errors in data  
Analysis of single and multiple response frequencies  
Research project work  
  
Chapters: 3 (97-101), 11,12 and 15 (444-458)

Fifth Week (Oct. 25): Data Analysis: Descriptive Statistics  
Measurement of confidence interval around mean  
Measurement of relationship between two variables:  
Cross-tabulation and Correlation of variables  
Research project work

Chapters: 15 (459-469) and 17 (519-527)

Sixth week (Nov. 1) T-tests and ANOVA  
Research Project work

Chapters: 15 (470-487) and 16

Seventh Week (Nov 8): Regression Analysis  
Research Project work

Chapter: 17 (527-558)

Eighth Week (Nov. 15) **Mid-Term Examination**  
Regression Analysis  
Research project work

Ninth Week (Nov 22): Research Project work  
Chapter: 22

Tenth Week (Nov 29): Research Project Report finalization

**Presentation of Research Report to Client: Wednesday, December 6th, 6-9 PM**