Course: Advanced Marketing Research
Credits / Hours: 
Office: H106
Phone: 3066
Instructor: Cengiz Yılmaz
Office Hours: Monday-Wednesday 13:00-14:00
Course Materials: http://uk.groups.yahoo.com/group/yilmazcourses/

Purpose: This course aims to provide the students with an in-depth understanding of the research process and its practical applications in the marketplace. The course highlights the technical and academic concepts underlying business research, while at the same time attempting to develop a keen understanding of when, why, and how to use marketing research for more effective managerial decision-making. This is an applied research course in the sense that all students are expected to conduct a real life marketing research project, including data collection, analyses, interpretation phases, and present the results of the study to the class. A substantial portion of classroom discussions will be dedicated to specific data analyses techniques most commonly used in marketing research, including multidimensional scaling, cluster analyses, and structural equations modeling. Practical research applications in global and local market research firms shall also be major topics of discussion. In successfully completing this course, students should be able to a) understand each step in the process of marketing research; b) design, and implement marketing research c) analyze and interpret both qualitative and quantitative data, and d) use marketing research as a powerful decision tool.


**Method:**

In addition to formal-lecture sessions, a variety of teaching and learning methods will be used including seminars, analysis of market research studies, research design and implementation exercises, group discussions, group and individual presentations, workshops, and question-and-answer sessions.

**Grading:**

Midterm1: 30 %; Midterm2 30 %; Attendance & Participation 5%; Group projects: 35%.

**TEACHING PLAN**

**WEEK 1:** THE PROCESS OF MARKETING RESEARCH: OVERVIEW

**WEEK 2:** MEASUREMENT ISSUES: MEASURING ATTITUDES, PERCEPTIONS, AND PREFERENCES. MEASURE ASSESMENT, VALIDITY AND RELIABILITY.

**WEEK 3:** MODELING IN MARKETING RESEARCH. SAMPLING THEORY AND SAMPLING PROCEDURES. (Project Topics Due)

**WEEK 4:** INTRO TO DATA ANALYSES: HYPOTHESIS TESTING AND BASIC ISSUES

**WEEK 5:** RESEARCH WORLD EXERCISE GROUP PRESENTATIONS

**WEEK 6:** DATA ANALYSES: NONPARAMETRIC METHODS (MIDTERM I).

**WEEK 7:** EXPLORING ASSOCIATIONS. REGRESION, ANOVA, AND MANOVA.

**WEEK 8:** REGRESION, ANOVA, AND MANOVA CONTD. STRUCTURAL EQUATIONS MODELING

**WEEK 9:** DATA ANALYSES: QUALITATIVE RESEARCH AND CONTENT ANALYSES. BRIEFS FOR PROJECT TOPICS (Managerial questions, research questions, suggested methodology, timing schedule, etc.).

**WEEK 10:** DATA ANALYSES: MULTIDIMENSIONAL SCALING, CONJOINT ANALYSES, CLUSTER ANALYSES AND CANONICAL CORRELATIONS.
WEEK 11: DATA ANALYSES (CONTND): MULTIDIMENSIONAL SCALING, CONJOINT ANALYSES, CLUSTER ANALYSES AND CANONICAL CORRELATIONS

WEEK 12: MIDTERM2

WEEK 13: PROJECT PRESENTATIONS

WEEK 14: PROJECT PRESENTATIONS
1. How can the recruitment rate and citizenship orientations of the METU alumni to the Graduates’ Association be improved?

2. Developing a data-based segmentation and positioning strategy for a leisure activity service targeting university students.

3. A commercial bank viewing the METU student body as highly valuable prospective customers aims to attain their lifetime loyalty.

4. Measuring and improving the satisfaction levels of METU students concerning the quality of education.

5. Advertising packaged food products to university students. What forms of messages, copy strategies, media alternatives etc. are more appealing? Why?

6. A soft drinks company wants to develop a complete marketing strategy for a new product and wants to learn more about several relevant aspects of METU students including their purchasing habits, consumption patterns, and decision-making styles, as well as the best price range for the product.

7. Best cell phone design for university students: What specific product features should be emphasized? What features could be eliminated?

8. Forecasting demand for a new generation Smart Phone product targeting university students.

9. Copy testing for print advertisement of a well known product/brandname targeting university students.

10. Modeling political voting behavior. Determinants of political party choices.

11. Brand Value, Brand Equity, and/or Corporate Reputation measurement.

12. Measuring marketing performance of a service company.
GUIDELINES FOR THE RESEARCH WORLD EXERCISE

The purpose of this exercise is to familiarize students with services offered currently by global and local marketing research firms in Turkey. Each group is expected to choose one of the marketing strategy topics listed below and then explore specific research services (types of research, methodologies, processes, types of analyses, types of managerial insights and knowledge promised, etc.) offered by the research industry to managers of their customer firms regarding that specific marketing issue. The groups are expected to submit a report summarizing their work to the instructor and also to present their findings to the class.

Topics of interest include:
1. Advertising Effectiveness
2. Brand Management
3. Channel Effectiveness (Measuring, Monitoring etc.)
4. Competitive Analyses
5. Corporate Image
7. Customer Loyalty
8. Customer Satisfaction Monitoring
9. Demand/Sales Forecasting
10. Social Networks
11. Experiential Marketing
12. Foreign Market Entry
13. Mobile Marketing
14. New Product Adoption
15. Pricing
16. Promotions Effectiveness
17. Product Design
19. Service Encounter
GUIDELINES FOR THE RESEARCH PROJECT REPORT

Organization of the Report

- Title Page
- Executive Summary
- Table of Contents
- List of Figures
- List of Tables
- Introduction

This section should focus on the subject matter of the study. A clear statement of the research purpose and questions, importance of the topic, and need for research should be included. The scope of the study and the objectives to be achieved need to be stated.

- Background Information

Having presented the general purpose of the study, here the previous literature in the area need to be reviewed. Several articles that have direct relevance to the present study and if appropriate other sources should be included. General agreements and disagreements among the previous researchers need to be pointed out together with implications for the present study. Also propositions can be stated in this section.

- Methodology

This section should include the procedures employed to achieve the objectives. A model showing the relationships among constructs/variables should be developed. Operational definitions and research hypotheses should be included here. Since questionnaire design is an important part of the project, its contents (particular sections and scales used) and from where the measures used are adopted need to be explained. Type of research design, data collection methods, and sampling issues should be addressed together with the justification of why a particular method or procedure was chosen and its perceived advantages over alternative procedures.

- Findings

Findings should give the reader an idea about the general results of the project without any comment. This section on data analysis should indicate the particular analysis types performed among certain variables and present the results of the analyses with the help of tables and figures.

- Conclusions and Implications

This section should explain the major conclusions drawn from the results and interpret them in the light of the reviewed research. Implications for various parties (i.e., consumers, managers, etc.) need to be indicated as well as recommendations for future research. Limitations of the study should be stated.

- References

All the works cited in the paper should be properly listed in alphabetical order in this section. Use Journal of Marketing referencing style.

- Appendix

A copy of the data collection form, its coding key, and printouts of SPSS analyses should be provided in this section. A diskette containing the paper, raw data and SPSS outputs should be included.