

# MRKT0307 MARKETING RESEARCH TECHNIQUES

**INSTRUCTOR:** Raymond Wilson  
**E-MAIL:** [rwilson@westfield.ma.edu](mailto:rwilson@westfield.ma.edu)  
**OFFICE HOURS:** Monday and Wednesday 12:00 – 1:00

**TEXTBOOK:** Basic Marketing Research, 9<sup>th</sup> Edition  
By Hair, Brown, Sutter and Churchill  
ISBN: 9781337100298

## **COURSE OBJECTIVES.**

The main objective is to introduce you to the fundamental techniques of marketing research. By the course's end you will understand the role and value of marketing research in the process of making of decisions. You will learn to design a marketing research project, how to gather accurate data, how to prepare the data for analysis, and how to report the results.

## **Topics to be covered:**

The role of Marketing Research.  
The research process and ethical concerns.  
Problem formulation.  
Exploratory research.  
Decision support systems: Introduction.  
Decision support systems: Working with "Big Data".  
Using external secondary data.  
Conducting causal research.  
Collecting descriptive primary data  
Collecting data by observation.  
Collecting data by communication.  
Asking good questions.  
Designing the data collection form for communication data.  
Developing the sampling plan.  
Data Collection: Types of error and response rate calculation.  
Data analysis: preliminary steps.  
Analysis and interpretation: Individual variables independently.  
Analysis and interpretation: Multiple variables simultaneously.  
The oral research presentation.  
The written research report.