

Syllabus
MAR2042 Fundamentals of Marketing Research
Prof. Jean-Christophe Bonnard
Winter Semester 2023/24

| | |
|------------------------------|---|
| Level | Bachelor |
| Credits | 3 ECTS |
| Student Contact Hours | 2 hours per week (each hour 45 minutes) |
| Workload | 90 hours, thereof contact time 30 hours (2 hours per week x 15) and self-study time 60 hours |
| Prerequisites | None |
| Time | See schedule in syllabus |
| Room | For online sessions, this is the link: https://ieseg.zoom.us/j/8282653874 For in-classroom sessions, see LSF for room information |
| Start Date | First lecture: October 6th 2023 at 11h30 |
| Lecturer | Name Prof. Jean-Christophe Bonnard |

Aim of the course

The course will provide the students with a comprehensive understanding of marketing research methods and the benefits for decision making. The course explains the key steps when conducting a consumer research project and how to deliver evidence-based conclusions.

Course Objectives

Marketing research is a critical function for every business. This course is designed to provide a comprehensive overview and practices of marketing research which requires the application of research skills. The course enables students to learn how to execute marketing research via a research project and to collaborate with other students.

The major objectives are:

1. Create an appreciation of marketing research and its importance for decision making, develop research skills of rigorous research methods.
2. Provide the required skills to develop consumer research with an immersion in the research process
3. Provide an overview of the research process: problem definition, primary and secondary research, research design, exploratory – descriptive – experimental research, sampling, data collection, analysis, and reporting.
4. How to run a full marketing research project based on qualitative and quantitative methodology.
5. Further the understanding and application of statistical techniques (chi-square tests, t-tests, ANOVA, correlation, and regression) applied to marketing research problems.

Learning objectives

- To understand the benefits and drawbacks of marketing research methods
 - To understand the importance of research problem definition and the research question
 - To understand the different market research designs, to extract a sample and to collect information for both quantitative and qualitative research methods
 - To understand the differences in data collection to interpret information
 - To solve a problem/opportunity using the appropriate methodology and proposing solutions
- More specifically:
- o Being able to formulate RQ & SRQs
 - o Being able to set up qualitative research and to analyze qualitative research, produce hypothesis making the link with the quantitative research
 - o Being able to set up quantitative research and to analyze quantitative research
 - o Being able to create a marketing research report with the relevant conclusions
- To integrate various business disciplines and functions (exercises in class)
 - To produce a final marketing research report
 - To acquire rigorous research approach and a commitment to quality for decisions making.

Outline of the course & sessions

1. Role and importance of Marketing research. Research process overview.
2. Define the research question, the specific research question and their corresponding research design.
3. Primary and Secondary research
4. Sampling design and research methods
5. Qualitative research
 - o Purpose of exploratory research
 - o How to build an interview guide ?
 - o Qualitative analysis, Hypothesis generating & conclusions.
6. Quantitative research
 - o Purpose. Types - descriptive and experimental - choice of method to use
 - o Population and sample design, sample size
 - o Questionnaire design
 - o Measurements levels
 - o Questionnaire plan
 - o Quantitative analysis
 - o Statistical test essentials, testing hypothesis
7. Report results, evidence-based conclusions & Marketing research report.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

| Program Intended Learning Outcomes | Course Intended Learning Outcomes | Assessment Method |
|--|---|------------------------------------|
| After completion of the program the students will be able... | After completion of the course the students will be able... | Written Exam 100% Individual |
| 1 Expert Knowledge | | |
| 1.4 ...to solve business problems based on profound data research skills and by applying quantitative methods. | ... conduct marketing research quantitatively and qualitatively | X |
| 1.5 ...to demonstrate profound expert knowledge in their field of specialization. | ... demonstrate expert knowledge in the basic foundations of marketing research | X |
| 2 Digital Skills | | |
| 2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies. | ... use SPSS to analyse data | X |
| 3 Critical Thinking and Analytical Competence | | |
| 3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems. | ... to apply adequate marketing research methods to solve complex issues | X |
| 3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems. | ... critically interpret and discuss problems in marketing research | X |
| 5 Communication and Collaboration Skills | | |
| 5.1 ...to express complex issues effectively in writing. | ... finalize a marketing research report in writing. | |
| 5.3 ...to work successfully in a team by performing practical tasks. | ... work together in a group project. | X |

Teaching and Learning Approach

The course combines theory, short in-class exercises and some assignments related to the market research project. Therefore, it is important to attend all classes, meet deadlines for assignment and be on track to deliver final report.

- The course lecturer will make a presentation for each of the key topics to provide the theoretical basis.
- In-class exercises will be used to apply the theoretical frameworks or tools
- Case studies will be solved and discussed to understand practical situations.
- Group works will be conducted to leverage the knowledge and the diverse backgrounds of the students in class.

Literature and Course Materials

The course is on Moodle under <https://lms.hs-pforzheim.de/course/view.php?id=7261>

No textbook is required for this class.

- A recommended book, not mandatory is: *Marketing Research 9th Edition*; by Alvin C. Burns (Author), Ann F. Veeck (Authors) ISBN 978-0134895123. Note: You can use the previous editions.

Assessments

The assessment of the course will be based on 2 parts: a final exam and marketing research project.

a) Exam (60% of the grade).

The final assessment of the class will be a written exam of 90 minutes. It will combine the content of both lectures, MAR 2042 “Fundamentals of Market Research” and MAR2041 “Market- and Consumer Psychology”. It will be held in the last week before Christmas. There will be no lectures in January. The exam needs to be passed, otherwise the course is failed. All theoretical content covered in class (based on lecture script meaning theory and activities) will be relevant for the exam. Please ensure to take notes in class as the slides will not be enough to study.

Format MCQ (10 questions) for 75% and 1 open ended question (25%).

b) Group project: Marketing research report (40% of the grade)

The course project involves an marketing research report (consumer research only) that groups will defined themselves. Groups will collect data from a sample of individuals.

Here are the elements and tasks for the research:

1. Define the research question and specific research questions, outlines of secondary research.
2. Develop a qualitative research: prepare the interview guide, run face to face interviews or a focus group, draw conclusions / generate hypotheses.
3. Develop a quantitative research from an online questionnaire (collect > 50 to 80 complete responses). Each member must collaborate, assign evenly between the team members this task.
4. Perform data analysis (both qualitative and quantitative analysis) from your own data collection.
5. Set conclusions, recommendations to the company, identify limitations.

Your report will include the following:

Text in 7-8 pages (A4), single space, Time New Roman font 12.

1. Introduction (context), why this research is needed ? Secondary research, research question.
2. Qualitative research: description of the sample, codes and categories, conclusions, hypothesis.
3. Quantitative research: sample design, descriptive analysis & statistical analysis, data analysis.
4. Provide conclusions of the research, recommendations, and limitations.

[Due date final Report: Last Session](#)

Agenda (24 hours)

| No. | Dates | Topic | Activities | Comments |
|-----|---------------------------------|---|---|-----------------------------|
| 1 | Oct. 6 th | <ul style="list-style-type: none"> - Course overview. - Importance of Marketing research, role of research in management decision - Research process overview (key steps / methods) - Research Questions | <i>Kick off with a research topic</i> <i>Introduce research proposal</i> | <i>Set groups</i> |
| 2 | Oct. 7 th | <ul style="list-style-type: none"> - Importance of correctly defining Research Question - Market research process and key steps for research proposal - Primary / Secondary research - Research design | <i>Define a research question, marketing objective and the different steps involved – Research proposal (i.e. RQ; research method, secondary research, studied population, sample, etc..)</i> | <i>Define RQ</i> |
| 3 | Oct. 12 th online | <ul style="list-style-type: none"> - Qualitative research - Nature of exploratory research and methods - Population & Sampling - Interview guide | <i>Prepare an interview guide</i> | <i>Interview guide</i> |
| 4 | Oct. 26 th online | <ul style="list-style-type: none"> - Qualitative analysis - Hypothesis generating - Conclusions | <i>Report qualitative conclusions and generate hypothesis</i> | |
| 5 | Nov. 2 nd online | <ul style="list-style-type: none"> - Quantitative research - Type of quantitative research, choice of method to use - Population & Sampling - Questionnaire design & Questions types, Measurements level (process, reliability, and validity). - Questionnaire plan | <i>Design a questionnaire</i> <i>Run survey</i> | <i>Online survey</i> |
| 6 | Nov. 30 th online | <ul style="list-style-type: none"> - Quantitative analysis, hypothesis testing. StatTest. | <i>Prepare dataset for tests.</i> | |
| 7 | Dec 7 th | <ul style="list-style-type: none"> - Results - Marketing research report | <i>Report results, provide conclusions (total report +/-8 pages)</i> | |
| 7 | Dec 9 th | <ul style="list-style-type: none"> - Final session, Presentation | | <i>Deliver conclusions.</i> |

Academic Integrity and Student Responsibility

Course assessment is partly based on group work. This requires that each individual contributes equally. If individual students are not participating sufficiently, the team is required to report this to the professor. Then, the work can be split into parts and each team member will get an individual grade for his/her part. Also, team members can be suspended from the course in case of misconduct.

Lecturer

Jean-Christophe Bonnard holds a Master degree in Business Administration from the ESSEC business school. Since 2017, he is a marketing professor at IESEG Business School (Paris / Lille campus in France).

Previously, he worked for 20 years first as product manager at AstraZeneca (pharmaceuticals) then as marketing manager at IMS Quintiles France, Spain and Headquarter Europe (Marketing research consulting).