
TOPICS:TECHNIQUES IN MARKET RESEARCH in Fall 2020 (BA3091)

Course Code	BA3091	Professor(s)	Morgan Stanley
Prerequisites	None	Office Number	
Class Schedule	MR: 18:10-19:45 in PL-1	Office Hours	Wednesday 19-20h
Credits	4	Email	mstanley@aup.edu
Semester	Fall 2020	Office Tel. Ext.	

Course Description

Market Research comprises a key set of skills necessary for any student of Marketing. This course offers both theoretical and practical approaches for the purpose of designing and conducting market research projects, as well developing approaches to understand the resulting data, offering interpretations as to what that data means in specific marketing contexts, and reporting on that meaning in written and spoken reports.

The approach of the course balances the fundamental qualitative methodologies and theoretical structures with practical applications of qualitative and quantitative techniques to help students become more familiar with the discipline and to understand research methods and design. The course will include real examples from a Marketing Communications agency in order to clearly tie the class to the working world and will feature expert guest lecturers to support students in developing knowledge and skills that are key in the professional market. In the end, students should be able to design and implement their own market research projects.

This course emphasizes both critical thinking and hands-on application. We will explore several real-life case studies and scenarios from the business world, learn how to use key terms and definitions, and explore a variety of topics and market research problems through discussion and in-class activities.

The primary mode of assessment in this course will be an evaluation of the student's understanding of core concepts and methods. The final project will then assess ability to design and implement research approaches using primary and secondary data, and quantitative and qualitative methods.

Course Learning Outcomes

Understand the relationship between market research and decision making
Learn the processes used in formulating and conducting market research projects
Understand the full process of market research projects from RFP to report delivery
Understand the market conditions under which research may be undertaken, and the impact of these conditions on the type of research to be conducted, including the methodology and project management
Comprehend the range of qualitative and quantitative techniques and methods available in market research, including applicability and limitations
Be able to use the language of market research as it is used by practitioners and businesspeople
Learn to perform some of the more common qualitative and quantitative techniques, including protocol/survey construction, data collection/fieldwork and analysis and reporting
Understand the use of secondary research methodologies in modern market research
Understand the ethical problems that arise in research situations and be able to address them in a systematic and thoughtful manner.

General Education

Course Outline

Week	Date	Theme	Clow & J
1	September 24	Introductions, Syllabus review <i>A note on Market Research</i>	
2	September 28	Introduction to Market Research Market Research Process	CH 1
			CH 2
	October 1	Secondary Data <i>RFP process outline</i> <i>Case Presentation 1 assigned</i>	CH 3
3	October 5	Secondary Data (cont) Guest lecturer (social listening	CH 3

		and Google trends)	
		<i>RFP process exercise DUE</i>	
		<i>Initial Statement of Interest for Final Project DUE (via email)</i>	
	October 8	Qualitative Research	CH 4
		Observation Research	CH 5
		<i>Case Presentation 1 (group(s) TBD)</i>	
4	October 12	Analyzing Verbal and Other Qual Data	CH 10
		<i>Qual Analysis exercise outline</i>	
	October 15	Conducting secondary research (Library)	
		<i>Excel data exercise DUE</i>	
5	October 19	Midterm Exam I	CH 1, 2,
		Research Reports and Presentations	CH 14
		FINAL PROJECT PROPOSALS DUE (via Blackboard before class) and In-class presentation	
	October 22	Survey Research	CH 6
		<i>Case Presentation 2 assigned</i>	
		<i>Qual analysis exercise DUE</i>	
6	November 2	Determining Probability Samples	CH 8
		<i>Guest Lecture on Excel</i>	
	November 5	Conducting Surveys	CH 9
		<i>Case Presentation 2 (group TBD)</i>	
7	November 9	Midterm Exam II	CH 6, 8,
		Questionnaire Design	CH 11

		<i>Case Presentation 3 & 4 assigned</i>	
	November 12	NO CLASS	
8	November 16	Questionnaire Design (cont) Fundamental Data Analysis <i>Case Presentation 5 assigned</i> <i>Case Presentation 3 (group TBD)</i>	CH 11 CH 12
	November 19	Fundamental Data Analysis (cont) <i>Guest lecture on survey design, audience segmentation, etc (TBD)</i> <i>Case Presentation 4 (group TBD)</i>	CH 12
9	November 23	Analysis of Differences <i>Case Presentation 6 assigned</i>	CH 13
	November 26	Analysis of Differences (cont) <i>Case Presentation 5 (group TBD)</i>	CH 13
10	November 30	Research Reports and Presentations II <i>Case Presentation 6 (group TBD)</i>	CH 14
	December 3	Midterm Exam III Guest lecture on Project Management techniques	CH 10, 1
11	December 7	Final project workshop	
	December 11	Final Exam	CH 12, 1
12	December 17	Final Project Presentations	

Textbooks

Title	Author	Publisher	ISBN	Required
ESSENTIALS OF MARKETING RESEARCH: PUTTING RESEARCH INTO PRACTICE	CLOW, K. E. & JAMES, K. E	Sage	9781412991308	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Other
