



COURSE:

MKTG572

Marketing Research for Managers

INSTRUCTOR:

Martin Reimann, Ph.D.



LEARNING OBJECTIVES AND OUTCOMES:

The objective of this integrative master-level course is to develop and apply managerial skills in marketing research. As the complexity of the problems facing management has increased dramatically in recent years, so has their need for well-sourced knowledge—about the market environment, about the competition, and particularly about existing and potential customers. It is now highly certain that every manager will come in close contact with marketing research frequently throughout their career in business. This course is designed primarily for managers to provide in-depth knowledge and application of the entire marketing research process, from problem exploration and identification via hypotheses formulation, data collection, and data analyses to results presentation. For managers to be intelligent users of marketing research, they need to have a good understanding of the various steps in the marketing research process. This course is designed to achieve this level of understanding. Students will work individually and in teams to design their own data collection instruments, to collect and analyze original data, and to present the research's findings in the form of marketing research reports.

COURSE DESCRIPTION:

This course will apply the “Tell-Show-Do” technique to give you a hands-on experience in using the course materials for thoughtfully and successfully conducting marketing research. The first part will be lectures in which I will *highlight and review* course topics. Reading the assigned slide decks prior to class and active involvement during the lecture will increase the value you gain from the course, as well as make it more interesting for everyone. The second part will be team-based marketing research activities through which you will *apply* your learnings from the lectures to actual marketing research problems. Preparation on your end is highly important to make our in-class activities and our associated in-class discussions most valuable to you.

COURSE MATERIALS:

- **Slide decks and other readings** available on D2L
- **Software** available at <https://softwarelicense.arizona.edu/students>: SPSS and Qualtrics
- **Data collection budget** is an essential element of this course in order to collect your own data. We will use Amazon Mechanical Turk to achieve this. Please plan on a data collection budget of \$25 per team member.