



SYLLABUS

MARKETING RESEARCH

PURPOSE

In an uncertain business world, marketing research reduces the risk companies/entrepreneurs take in a marketing environment by providing scientifically calculated information to help businesses solve (marketing) problems and identify (marketing) opportunities.

Marketing research as a function of marketing assists the (marketing) executive/manager with the execution of the various decisions to be taken to be taken in the marketing mix i.e. price, product, promotion and distribution by providing hands-on (scientific) information.

OBJECTIVES

Upon completion of the course students must be able to:

- ◆ Identify the marketing problem from a given situation or scenario and to formulate the appropriate marketing research problem/opportunity.
- ◆ Discuss the marketing research process and identify the various survey errors which can occur in each of these phases.
- ◆ Discuss the role of the various related marketing and marketing research institutions in the marketing research environment.
- ◆ Detect and evaluate the appropriate sources of secondary data to a marketing research problem/opportunity.
- ◆ Apply the correct research procedure i.e. data collection method (e.g. telephone survey) and research design (e.g. exploratory-) to any possible marketing research situation or scenario.
- ◆ Discuss the various errors affecting experimental results. Explain also the various methods of sampling determination.
- ◆ Differentiate amongst the different types of sampling procedures and explain the various methods of sampling determination.
- ◆ Critically evaluate a given questionnaire by recommending various improvements. Design an elementary questionnaire given a certain marketing scenario/objective using the various types of questions e.g. Likert scale, Semantic differential scale.
- ◆ Explain the process of data processing.
- ◆ Interpret a set of given data.
- ◆ Discuss the basic conditions when it comes to communicating the results

PRESCRIBE BOOK

Marketing research, by JH Martins, M Loubser and J de J van Wyk : A South African Approach : Unisa Press, Pretoria. 1998.

Supplementary books:

Research can be studied using various textbooks. It is important that the student chooses a textbook which is easy to read and to understand. Any of the following textbook(s) may also be consulted:

Marketing Research: Methodological, by GA Churchill. (6th ed): Dryden Press 1995

Contemporary Marketing Research, by C McDaniel and R Gates, (4th ed).

Essentials of Marketing Research, by WR Dillon; TJ Madden and NH Firtle.(3rd ed.): Irwin. 1994.

Exploring Marketing Research, by WG Zikmund. (6th ed.): Dryden Press. San Diego. 1997

Students may use earlier or later versions of the above mentioned textbooks.

EXAMINATION

Formal examinations are written in May and October in the form of a three-hour exam. A 50% mark or more is required to pass the subject.

The exams consist of six questions of which students must answer four. There will always be at least one question on each of the following topics:

1. Sampling.
2. Question, questionnaire design and fieldwork execution.
3. Primary data collection methods. This includes secondary data analysis and experimentation.
4. One of the following research application:- advertising research or media research or industrial marketing or the ethics of marketing research.

SYLLABUS

Overview of the research process

The following diagram (refer page 3) will help students to understand the marketing research process. Students should guide themselves using the diagram when studying marketing research.

OVERVIEW OF THE RESEARCH PROCESS	
	1. (MARKETING) PROBLEM DEFINITION → Stating of marketing research objectives
	2. HYPOTHESIS BUILDING → Identifying possible causes for the problem
3. DESK RESEARCH → Internal secondary data → External secondary data → Syndicated data services * Panels * Omnibus	4. SURVEY PLANNING → Research design considerations: * exploratory, descriptive and causal designs * cross sectional and longitudinal research designs * experimentation and test marketing designs → Data collection methods: qualitative and quantitative designs (i.e. focus groups, in-depth interviews. Telephone, personal, mail and observation).
	5. SAMPLE PLAN → Sample design considerations → Sample size issues
	6. QUESTION PLANNING AND QUESTIONNAIRE DESIGN → Scaling and attitude measurement
	7. DATA COLLECTION → Pilot testing of research → Setting up fieldwork and control measures → Fieldwork execution
	8. PROCESSING OF RESULTS → Field editing of questionnaires → Checkbacks of fieldworkers → Coding and editing of data → Cleaning of data → Tabulations
	9. DATA INTERPRETATION → Significance and ho testing
	10. COMMUNICATIONS RESEARCH RESULTS → Research report → Presentation of results

Topic outline

SECTION ONE: INTRODUCTION TO THE FIELD OF MARKETING RESEARCH

Topic outline:

1. The concept of marketing research
Role of and definition of marketing research
Differentiation between market and marketing research
Factors contributing to the development of marketing research
2. Marketing research and the management of information:
Aid for decision making
Management Information Systems (MIS)
Marketing Decision Support System (MDSS)
3. The research cycle and the product life cycle
4. The marketing research environment:-
Internal organisation of the marketing research department/function
Internal and external marketing research
External associations:
 - *Southern African Marketing Research Association (SAMRA)*
 - *Institute of Marketing Management (IMM)*
 - *Association of Advertising Agencies (AAA)*
 - *South African Advertising Research Foundation (SAARF)*
 - *American Marketing Association (AMA)*
5. Ethical considerations in Marketing research
Concept
Parties involved in the research process
Ethical problems
Ways to inhibit unethical behaviour
The role of SAMRA

Prescribed reading:

Martins et.al, Chapters 1 to 4.

SECTION TWO: PLANNING THE MARKETING RESEARCH PROJECT

Topic outline:

1. The marketing research process:- Overview (refer also to page 2)
2. Common research errors encountered in each stage of the marketing research process:
Errors of definition
Errors of estimation
Errors of explanation
3. The research plan
4. The time schedule
5. The research budget
6. The research proposal

Prescribed reading:

Martins et.al, Chapters 5 and 14.

SECTION THREE: CASUAL DESIGN: EXPERIMENTATION

Topic outline:

1. Concept of casually
 - Definitions and concepts
2. Basic experimental designs:
 - Pre-experimental design
 - True experimental designs:
 - Quasi-experimental designs:
3. Types of errors affecting experimental results
4. Test marketing

Prescribed reading:

Martins et.al, Chapter 10.

SECTION FOUR: THE MANAGEMENT OF SECONDARY DATA AND SYNDICATED DATA SERVICES

Topic outline:

1. Primary and secondary data
2. Types of secondary data
 - External and internal sources
3. Syndicated data services: panels/omnibus
4. Evaluation of secondary data.

Prescribed reading:

Martins et.al, Chapter 6.

SECTION FIVE: THE MANAGEMENT OF PRIMARY RESEARCH

Topic outline:

1. Verbal communication
 - Quantitative research
 - Personal interviews
 - Telephone interviews
 - Mall intercept interviews
 - Qualitative research
 - Focus groups
 - Depth interviews
 - Projective techniques
2. Written communication
 - Mail surveys
 - Panel
 - Consumer panels
 - Retail panels

3. Observation
 - Concept
 - Types and methods
 - Human observation
4. Selection of method of data collection:
5. Strategies for minimising non-response error.

Prescribed reading:

Martins et.al, Chapters 7 to 9.

SECTION SIX: SAMPLING FUNDAMENTALS & SAMPLE SIZE DETERMINATION

Topic outline:

1. Census vs sample
2. The sampling design process (sampling methodology):
 - 2.1 Define the target market
(*sample unit, sample element, extent and time*)
 - 2.2 Determine the sampling frame:
 - 2.3 Select a sampling technique:
Probability sampling or non-probability sample.
 - 2.4 Approaches to sample size determination:
(*Blind guesses, cost limitations, and statistical precision*)
 - 2.5 Execution of the sample:
(*minimising of non-response, handling of non-response, control of fieldwork, selection of sample elements*)
 - 2.6 Validation of the sample

Prescribed reading:

Martins et.al, Chapter 13.

SECTION SEVEN: QUESTIONNAIRE DESIGN AND EXECUTION OF FIELDWORK

Topic outline:

1. Questionnaire design process
2. Question content and phrasing
3. Question sequence
4. Question/response format
5. Physical characteristics of the questionnaire
6. Pretesting the questionnaire.
7. Fieldwork
 - Selection and training of fieldworkers
 - Supervision and control of fieldwork

Prescribed reading:

Martins et.al, Chapters 11 and 12.

SECTION EIGHT: DATA PREPARATION, TABULATIONS AND THE COMMUNICATION OF RESEARCH RESULTS

Topic outline:

Martins et.al, Chapters 11 and 12.

SECTION NINE: MARKETING RESEARCH APPLICATIONS

The following topics should not be learned in detail but students must get an overall view of the topic concerned.

1. Researching the industrial market
2. Advertising and media Research
3. Media research

Prescribed reading:

Martins et.al, Chapters 19, 23 and 24.

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