



6213 – INTERNATIONAL MARKETING RESEARCH

COURSE SCHEDULE A.Y. 2008-2009

Class 31

Teacher: Prof. Isabella Soccia.

Date:	Hours	Room
Tuesday	8.45 - 10.15	N31
Friday	8.45 –10.15	N31

Course Description and Objectives:

Hypercompetition leads companies that compete in the international arena to build a solid marketing information and research system. Managers that develop a marketing plan for an international firm need a theoretical and technical background about the use of marketing research: the strategic marketing decisions mentioned in the plan, such as the selection of potential markets and the definition of the international marketing mix, should be supported and oriented by the results of marketing researches

The course objective is, first, to give students a wide view of the marketing research process and the principal researches tools. Later on, the course puts into practice these tools: participants are given all competencies for developing the most efficient plan for gathering the information they need to support international marketing decisions

Course Material:

Attending students

- N.K. Malhotra, *Marketing Research. An Applied orientation*, Pearson Prentice Hall (chapters: from 1 to 11; from 13 to 17; 22, and 23).
- Slides (published on the learning platform)
- Case studies

Non - Attending students

N.K. Malhotra, *Marketing Research. An Applied orientation*, Pearson Prentice Hall (all chapters)

Detailed Description of Assessment Methods

Students have to choose whether they take the exam as attending students or as non-attending students.

Attending students

For attending students, the final exam is constituted by:

- Attending students will develop in group 3 case studies during the course and will hand in a written output of each case during a specific lesson. Case studies will count 45% of the final grade. Groups can be from 3 to 5 persons at most.
- An individual written exam; its grading counts for 55% of the final general evaluation.

NO Midterm exam

Non - Attending students

- For non-attending students, the final exam is constituted by a written exam

<i>Date Hour</i>	<i>Topic</i>	<i>Reference</i>
Tuesday 17/02/09 8.45-10.15	Introductory lesson Marketing research and MIS	Malhotra, ch.1 and ch.2.
Friday 20/02/08 8.45-10.15	The research design. Research brief and research proposal	Malhotra, ch.3
Tuesday 24/02/09 8.45-10.15	Exploratory research and collection of primary data: in depth interview.	Malhotra, ch.4 and ch.5. Case history: Pneus Part A
Friday 27/02/09 8.45-10.15	Exploratory research and collection of primary data: focus group.	Malhotra, ch.5
Tuesday 03/03/09 8.45-10.15	Focus group: a simulation.	
Friday 06/03/09 8.45-10.15	Exploratory reaserch: the ZMET	
Tuesday 10/03/2009 8.45-10.15	Exploratory research: the discussion of a case history Pneus Part A	
Friday 13/03/09 8.45-10.15	Descriptive research: sampling plan	Malhotra, ch.11
Tuesday 17/03/09 8.45-10.15	Descriptive research: survey	Malhotra, ch.6 and ch.8 Case history: Pneus Part B
Friday 20/03/09 8.45-10.15	Descriptive research: survey (cont'd).	Malhotra, ch.6
Tuesday 24/03/09 8.45-10.15	Descriptive research: observation Descriptive research and data analysis: the content analysis	Malhotra, ch.9 and ch.10.
Friday 17/04/09 8.45-10.15	Planning the international marketing research	

Tuesday 21/04/09 8.45-10.15	Planning the international marketing research: a Guest Speaker	Malhotra, ch.23
Friday 24/04/09 8.45-10.15	The discussion of a case history Pneus Part B	
Friday 24/04/09 10.30-12.00 To be confirmed	The discussion of a case history Pneus Part B	
Tuesday 28/04/09 8.45-10.15	Causal research: experimentation	Malhotra, ch.7
Tuesday 5/05/09 8.45-10.15	Promoting specific products: a Guest Speaker	
Friday 8/05/09 8.45-10.15	Data preparation	Malhotra, ch.14
Tuesday 12/05/09 8.45-10.15	Statistics for marketing research: theoretical background	Malhotra, ch.15
Friday 15/05/09 8.45-10.15	Statistics for marketing research: application	Malhotra, ch.16 and ch.17
Tuesday 19/05/09 8.45-10.15	Statistics for marketing research: application	
Friday 21/05/09 8.45-10.15 To be confirmed	Targeting specific segments: a Guest Speaker	
Tuesday 26/05/09 8.45-10.15	The discussion of a case history Pneus Part C	
Tuesday 26/05/09 10.30-12.00 To be confirmed	Report preparation and presentation	Malhotra, ch.22

Office hours

Office hours are available at ([Home](#) > [Schools and Programs](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#) >).

Office hours could vary: please check on the website.

Segreteria Marketing

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