



6297 – MARKETING RESEARCH

COURSE SCHEDULE A.Y. 2009-2010

Class 31

Teacher: Proff Isabella Soccia and Martin Schreirer.

Date:	Hours	Room*
Tuesday	16.15 - 17.45	24
Friday	10.30 - 13.00	24

* the sessions of November 13th, 17th, 20th, 24th will be held in room INFO U01
the session of November 27th will be held in room INFO N04

Course Description and Objectives:

Market research provides management with the information needed to identify and solve marketing problems. The overall objective of the course is to provide students with a fundamental understanding of the field of market research. This course is designed to introduce students to, and provide them with an understanding of, the central concepts of market research, the methods of conducting market research and how to use research to solve the problems faced by marketing managers. The course looks at each stage of the research process from problem definition, to research design, to design implementation, to data analysis. Both qualitative and quantitative research methods will be covered.

Course Material:

Attending students

- 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

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

Detailed Description of Assessment Methods

Attending students

The course grade is based on:

- A team project (45%) and
- a final written exam (55%).

Non - Attending students

The final grade is entirely based on a written exam.

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<i>Date Hour</i>	<i>Lesson/ Exercise</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
Tuesday 15/9/2009 16.15 - 17.45		Introductory lesson Marketing research and MIS	Soscia	Malhotra, ch.1 and ch.2.
Friday 18/9/2009 10.30-13.00		The research design. Research brief and research proposal	Soscia	Malhotra, ch.3
Tuesday 22/9/2009 16.15 - 17.45		Exploratory research and collection of primary data: in depth interview.	Soscia	Malhotra, ch.4 and ch.5.
Friday 25/9/2009 10.30-13.00		Exploratory research and collection of primary data: focus group. Focus group: a simulation.	Soscia	Malhotra, ch.5
Tuesday 29/9/2009 16.15 - 17.45		The research brief: assignment Exploratory research: the discussion of a case history.	Soscia	
Friday 02/10/2009 10.30-13.00		Descriptive research: sampling plan Descriptive research: survey Descriptive research: observation	Soscia	Malhotra, ch.11 Malhotra, ch.6 and ch.8 Malhotra, ch.9 and ch.10.
Tuesday 06/10/09 16.15 - 17.45		Planning the international marketing research	Schreier	Malhotra, ch.23
Friday 09/10/09 10.30-13.00		Presentations of research projects: general lines	Soscia	
Tuesday 13/10/09 16.15 - 17.45		Measurement	Schreier	Malhotra, ch.8 and ch.9
Friday 16/10/09 10.30-13.00		Measurement (cont.) Data collection and preparation	Schreier	Malhotra, ch.13 and ch.14
Tuesday 20/10/09 16.15 - 17.45		Causal research: experimentation	Schreier	Malhotra, ch.7

<i>Date Hour</i>	<i>Lesson/ Exercise</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
Tuesday 10/11/09 16.15 - 17.45		Causal research: experimentation (cont'd)	Schreier	Malhotra, ch.7
Friday 13/11/09 10.30-13.00		Statistics for marketing research	Schreier	Malhotra, ch.15 and ch.19
Tuesday 17/11/09 16.15 - 17.45		Statistics for marketing research (cont'd)	Schreier	Malhotra, ch.16
Friday 20/11/09 10.30-13.00		Statistics for marketing research (cont'd)	Schreier	Malhotra, ch.17
Tuesday 24/11/09 16.15 - 17.45		Statistics for marketing research (cont'd)	Schreier	
Friday 27/11/09 10.30-13.00		Statistics for marketing research (cont'd) and coaching of individual project data	Schreier	
Friday 4/12/09 10.30-13.00		Presenting the field projects outputs	Schreier	
Friday 11/12/09 10.30-13.00		Presenting the field projects outputs \1	Schreier	

Office hours

Office hours are available at ([Quick Reference for > Current Students > Timetables, Calendars and Rooms > Student consultation hours > List of teachers and researchers](#)).

Office hours could vary: please check on the website.

Segreteria Marketing

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