

## SOC 1260: MARKET RESEARCH IN PUBLIC AND PRIVATE SECTOR ORGANIZATIONS

Dennis Hogan, Office Hours 10:30-11:30 Th and before class by appointment, 200 Maxcy Hall

[Dennis.Hogan@brown.edu](mailto:Dennis.Hogan@brown.edu)

Trille Loft, Teaching Assistant, Office Hours 10:30-12:00 Tu, 402 Maxcy Hall

[Lisbeth.Trille.Loft@brown.edu](mailto:Lisbeth.Trille.Loft@brown.edu)

*Aim:* The aim of this course is for students to learn to conduct market research as a member or employee of any private or public sector organization. The organizations could be as diverse as a major manufacturing or pharmaceutical company, companies that export goods or services, an entrepreneurial start-up, a school, church, medical practice, a political campaign, an environmental interest group, an internet start-up, or a market research firm.

*Objectives:* The overall objective is to introduce concepts, data, and research methods for market research in public sector and private sector organizations. The development of effective methods of market research and communication with potential and actual consumers is emphasized. By the completion of the course, students should demonstrate the skills to be able to read, critique, design, and conduct market research.

*Prerequisites:* There are no formal course prerequisites. Students are strongly encouraged to complete a basic course in probability and statistics before enrolling. The course requires statistical analysis of market research data using *Stata*. The course assumes the ability to use a spreadsheet (Excel or something similar) and some type of presentation software (such as PowerPoint). Students without these skills should enroll in short courses offered by CIS.

*Assessment:* Students are responsible for assigned course readings for each date, prior to the start of the class on that topic. Class lectures will be on the same topic as the readings, but typically will introduce other material. Students are assessed both on the course readings and lectures:

(1) There will be two in-class exams (each 30% of the course grade). The exams are closed-book, consisting of short definitions and essay questions. (Do NOT make plane or vacation reservations, family plans, or some other activity that will interfere with scheduled exams); these behaviors will result in zero credit for an examination. A (tough) oral examination with the professor will be used to assess student learning in the case of an approved (by a college dean) absence.

(2) Students will also complete a group market research project (40% of the course grade). This project will be developed through three brief assignments (each worth 5% of the course grade) and a final market presentation as the “final exam” credit (25% of the course grade).

**If students wish to dispute a grade they must do so within one week after graded materials are returned.**

*Accommodation:* If you need special accommodation because of a learning or physical disability or for any other reason, please see the professor or have Disabilities Services contact him so that your needs can be met in an appropriate way.

*Course Policies:* To prevent disruptions, students are expected to arrive at class on-time and stay for the entire class period. Turn off your cell phones before entering class.

*Course Materials:* Course materials are available on MyCourses. A textbook, *Marketing Research within a Changing Information Environment* (3<sup>rd</sup> edition), is required for this course. It is available for purchase at the Brown Bookstore.

NOTE: The Brown University Library does not have a market research collection. It instead contributes funds to the Providence Public Library to maintain a strong business collection. This includes both printed and electronic materials. Some of these materials may be useful in your research but will not be directly accessible to you without a monetary charge; using the Providence Public Library allows you to use these materials free of charge (<http://www.provlib.org/>).

## COURSE CALENDAR

DATES	TOPICS	READING ASSIGNMENTS
<b>UNDERSTANDING MARKET RESEARCH</b>		
Jan 24 Th	Introduction and Overview	Chapter 1
Jan 29 Tu Jan 31 Th	Marketing Research Process	Chapter 2. MyCourses: “Kodak Updates the Brownie” “Monastic Life for Three Days” “Researching the Future Brand”
<b>STRUCTURED RESEARCH DESIGNS</b>		
Feb 5 Tu	Survey Methods and Errors	Chapter 7
Feb 7 Th	Measurement Strategies	Chapter 11
Feb 12 Tu	Attitude Scale Measurement	Chapter 12
Feb 14 Th	Questionnaire Design <i>Assignment 1 Due: Survey Module</i>	Chapter 13 <a href="http://www.surveymonkey.com/">http://www.surveymonkey.com/</a>
Feb 19 Tu Feb 21 Th	Sampling	Chapters 9 & 10
Feb 26 Tu Feb 28 Th	Secondary Data Sources	Chapter 3. MyCourses: ‘Census Terms’ <a href="http://www.factfinder.census.gov">http://www.factfinder.census.gov</a> <a href="http://stats.bls.gov/cex/home.htm">http://stats.bls.gov/cex/home.htm</a>
Mar 4 Tu	Geodemography	MyCourses: “Census Geography” <a href="http://www.census.gov/geo/www/index.html">http://www.census.gov/geo/www/index.html</a>
<b>EXPLORATORY RESEARCH DESIGNS</b>		
Mar 6 Th Mar 11 Tu	Depth Interviews Focus Groups	Chapter 6
Mar 13 Th	<b>In-Class Midterm Exam (Covers Jan 24-Mar 4 Materials)</b>	
<b>TECHNOLOGY IN THE RESEARCH PROCESS</b>		
Mar 18 Tu	Customer Relationship Management <i>Assignment 2 Due: Focus Group</i>	Chapter 4
Mar 20 Th	Marketing Decision Support Systems	Chapter 5
<b>DATA ANALYSIS</b>		
April 1 Tu	Descriptive Analysis	Chapter 16
April 3 Th April 8 Tu	Multivariate Analysis	Chapter 17
April 10 Th	Geographic Information Research (GIS)	MyCourses: “Retail applications of spatial modeling” “Using spatial models to solve difficult retail location problems”
April 15 Tu	Standardized Comparisons Market Research Report <i>Assignment 3 Due: Data Analysis</i>	<i>Applied Demography</i> , pp. 17-19, 254-260. Chapter 18
April 17 Th	No Class	
April 22 Tu	Estimating Product Life	<i>Applied Demography</i> , pp. 19-22, 260-264
April 24 Th	<b>In-Class Midterm Exam (Covers Mar 6-April 17 Materials)</b>	
May 7, Wed 9-12	<b>Final Exam: Presentation of Group Reports</b>	