

# MKTG 3350 Marketing Research

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# Prerequisites

- BCOR 1020
- BCOR 1050

# About me



- Research Experiences

- Online Movie/Game/Book rental clubs
- Loyalty programs of major hotel chains and airlines
- Online leads generation service
- Online social-media
- Consumers' movie preferences



- Teaching Philosophy

Learning-by-doing

# Today's agenda

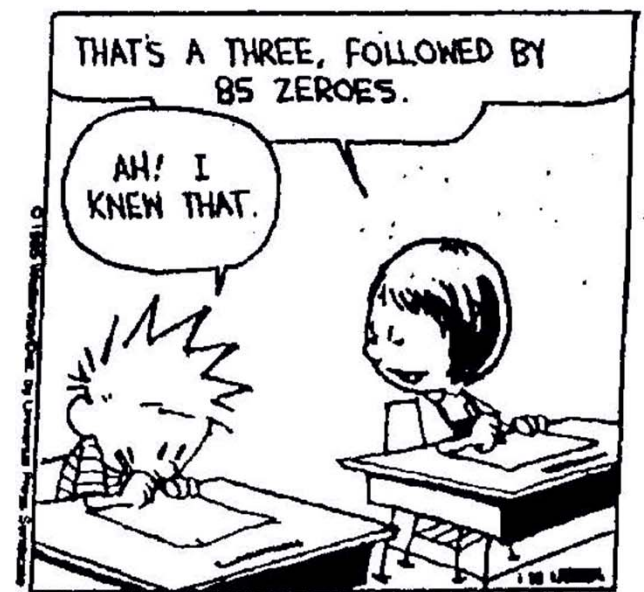
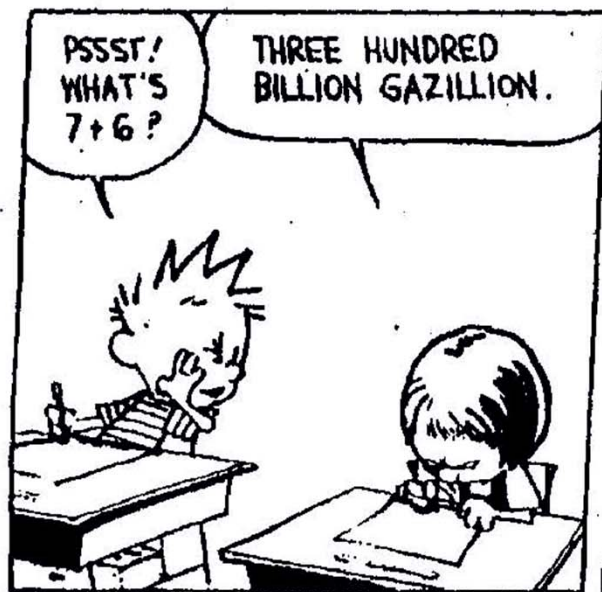
- Course overview and objectives
- Logistic Issues

# Course objectives

- Train you to be an informed consumer of marketing research
- Train you to be a capable marketing researcher
- Train you to be an effective communicator of the research

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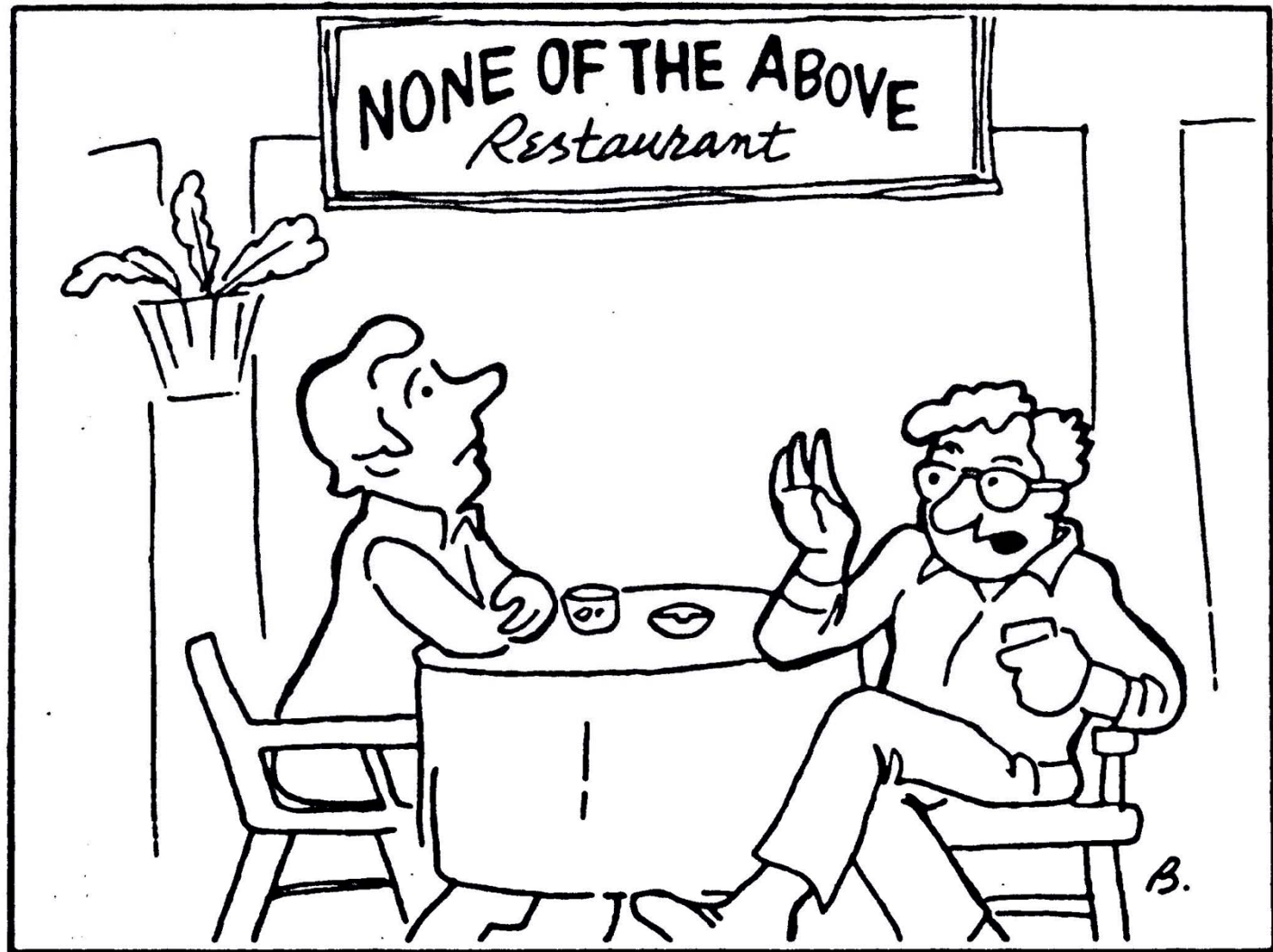
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## Research Influences Decisions

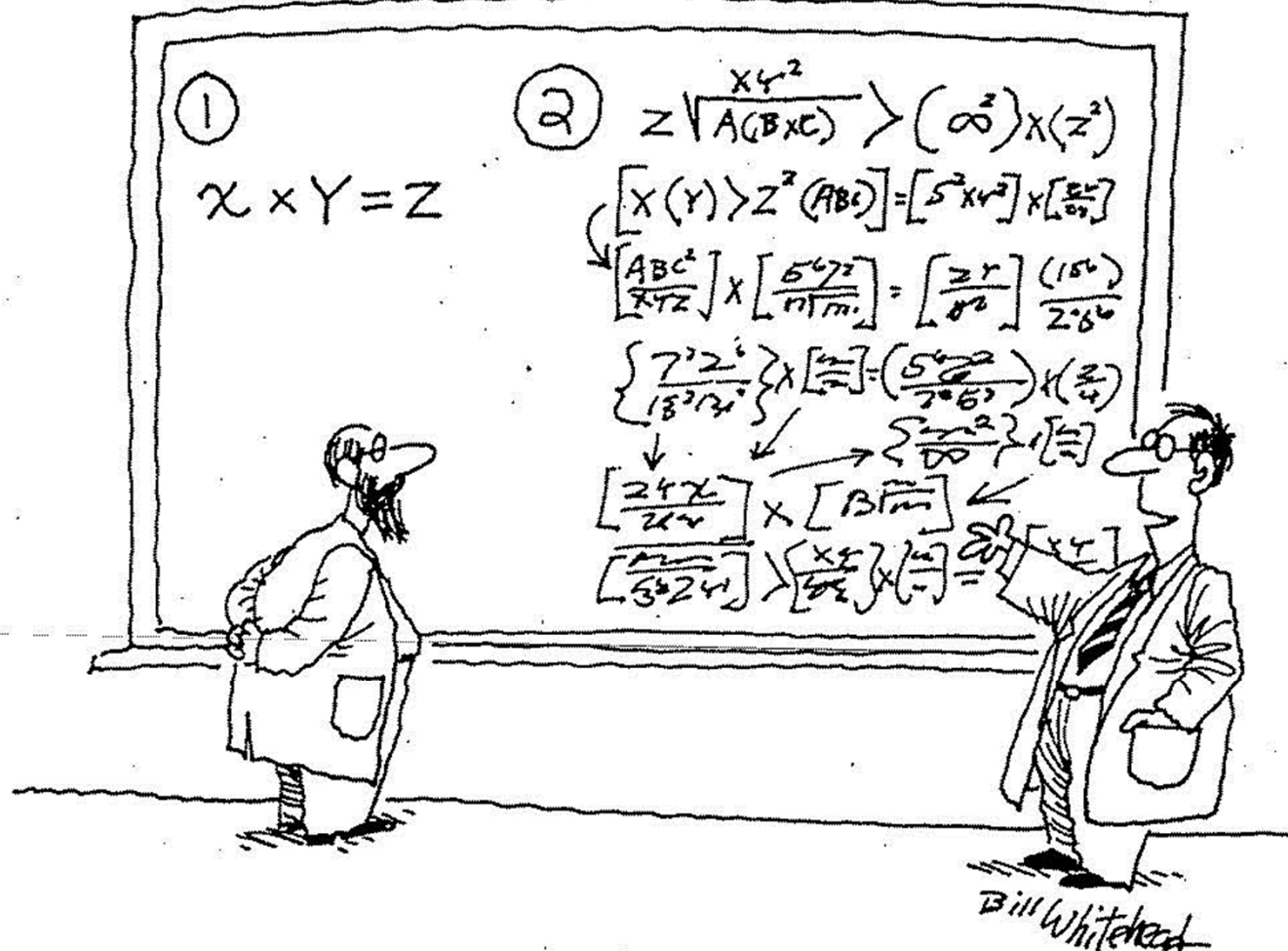


**"Well, among the names we researched, that was the most favored choice."**

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# FREEZE FRAME



"The first equation is the formula for our new product. The second one is the formula for marketing it."

“It ain’t the things we don’t know  
that gets us in trouble. It’s the  
things we know that ain’t so.”

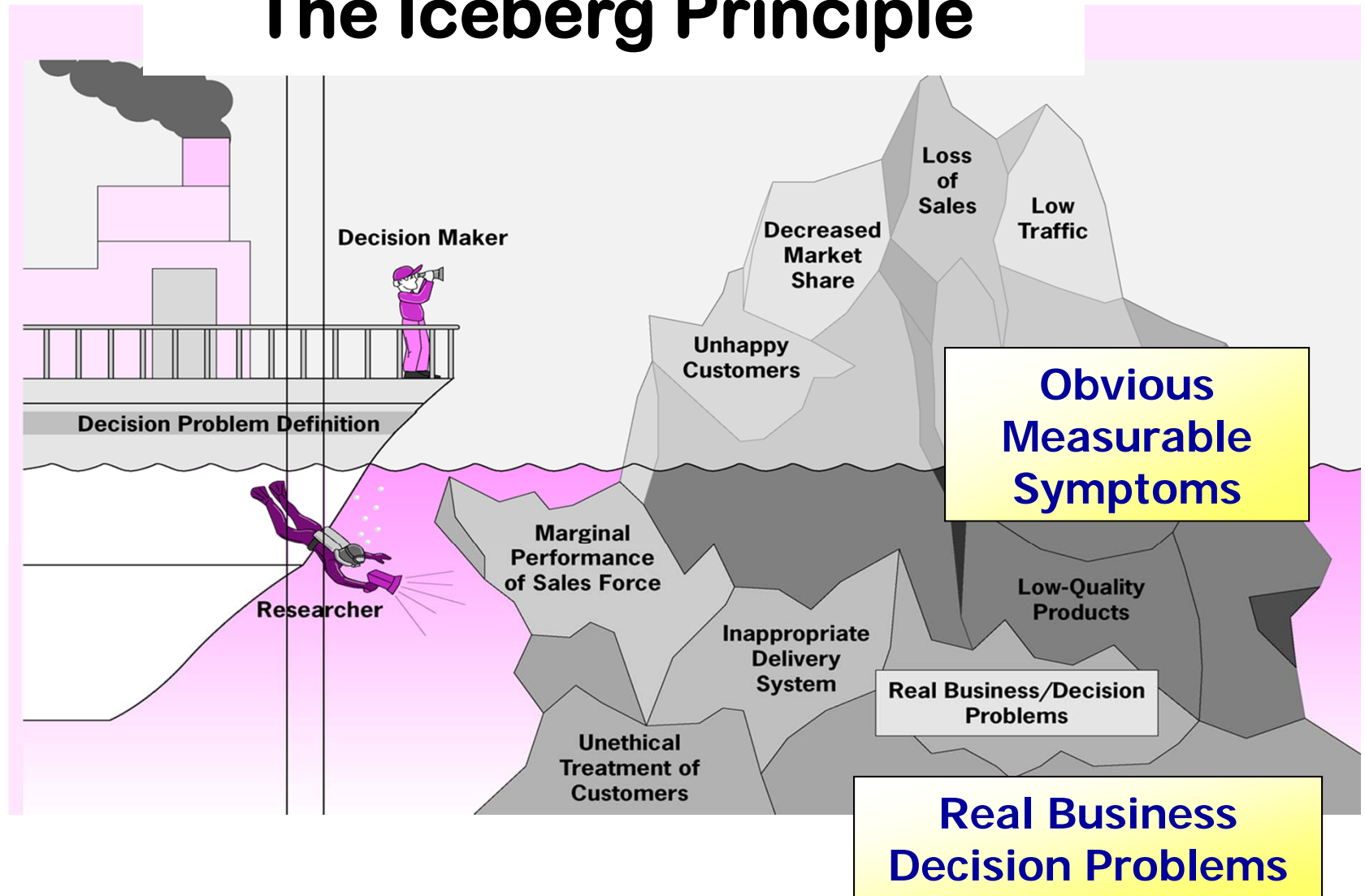
Artemus Ward

# Marketing Research Defined

The **systematic** and **objective** process of generating information for aid in making marketing decisions



# The Iceberg Principle



## **AMA Definition**

**MR is the function which links the consumer, customer, and public to the marketer through information -- information used to identify and define mktg opportunities and problems; generate, refine, and evaluate mktg actions; monitor mktg performance; and improve understanding of mktg as a process.**

**MR specifies the information required to address these issues; designs the method for collecting information; manages and implements the data collection process; analyzes the results; and communicates the findings and their implications.**

# Nature of Marketing Research

Answers marketing questions by:

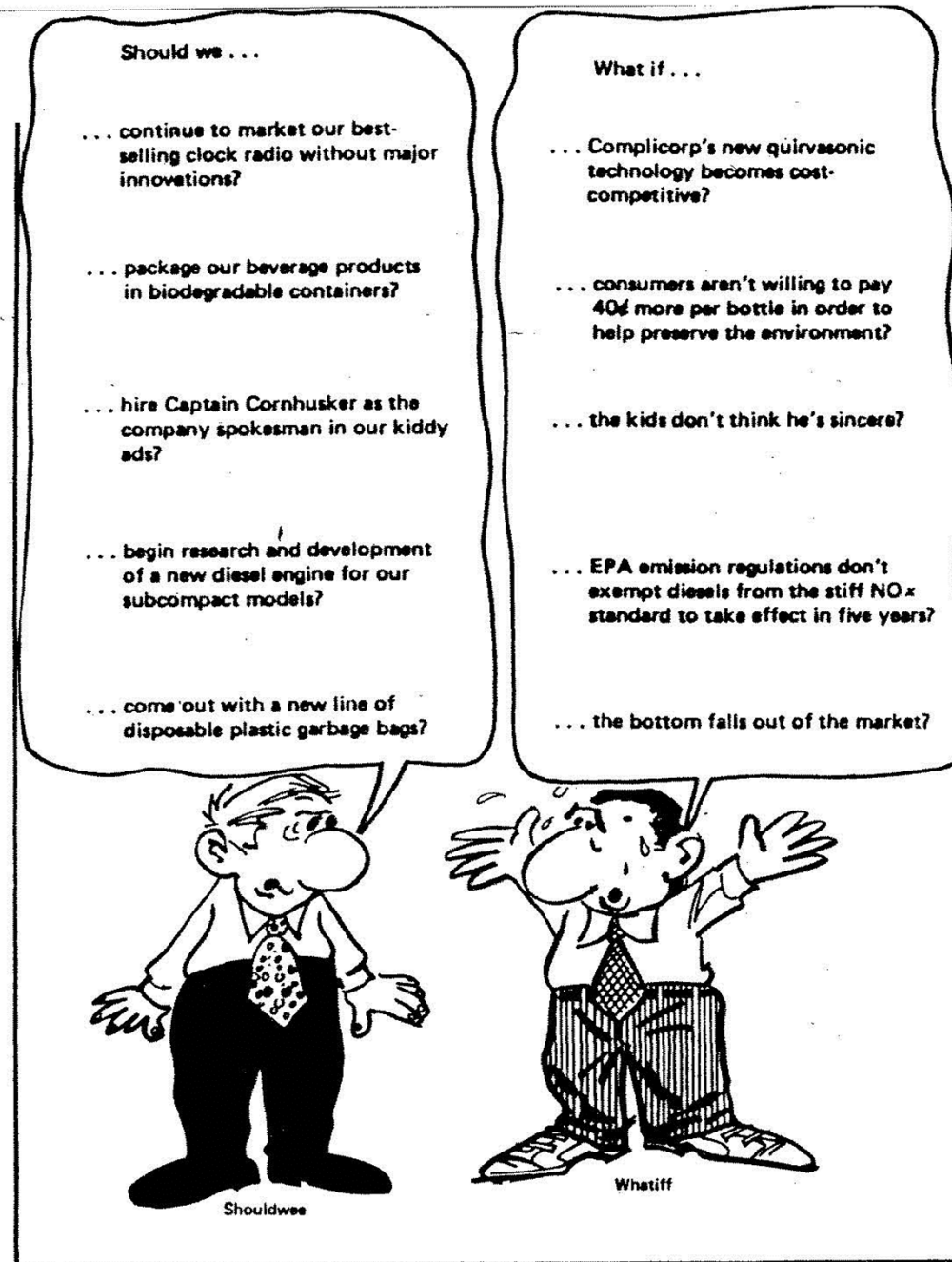
- Linking consumers, customers, and public to markets through information used to identify and define marketing
- Generating, refining, and evaluating marketing actions
- Monitoring marketing performance
- Helping to understand marketing as a process



# Why Do Marketing Research?

- Make better marketing decisions
- Understand consumers and the marketplace
- Find out what went wrong

Help managers  
select among  
viable  
alternatives



Dr. Yacheng Sun, U.C. Boulder  
"Shouldwee" and "Whatiff" are the central characters in marketing decision making.

# Why Not Do Marketing Research?

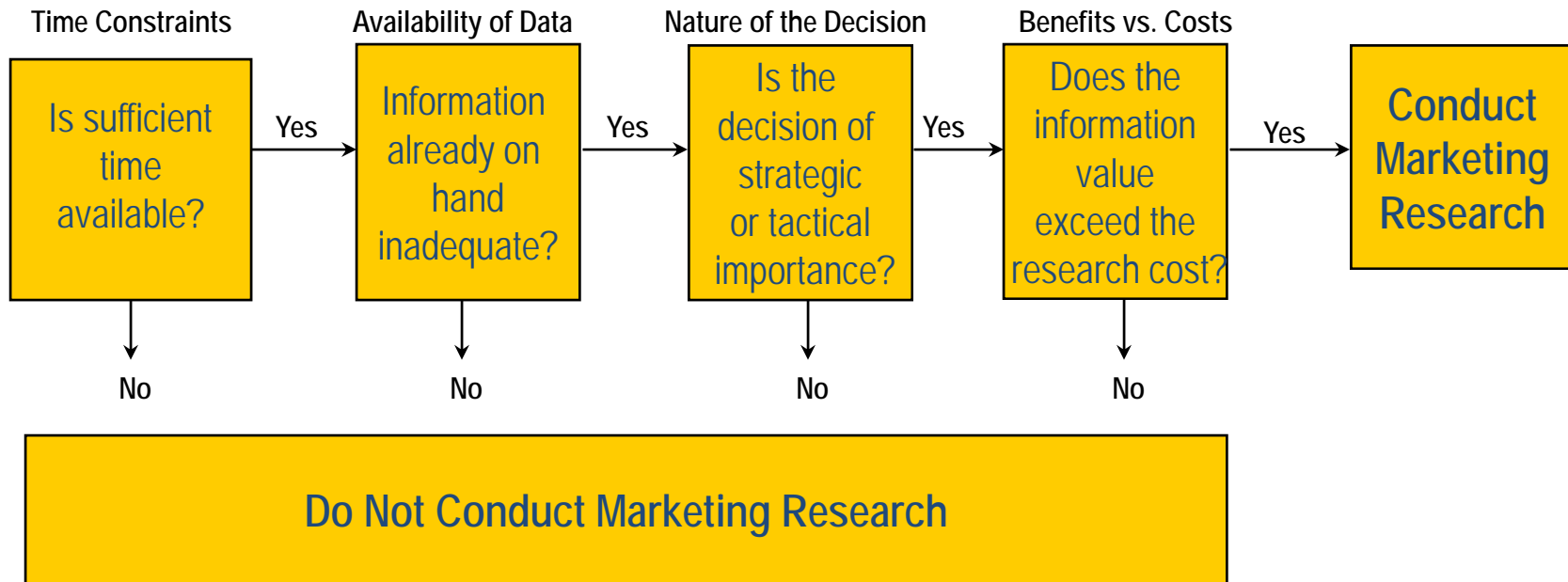
- Lack of required resources
- Poor timing in the marketplace
- Decision has already been made
- Managers cannot agree on needed information
- Needed information already exists
- Costs outweigh benefits

IT'S NO USE, JOE.  
I KNOW THE ONLY  
REASON YOU'RE  
ASKING MY OPINION  
IS SO YOU'LL HAVE  
SOMEONE TO SHARE  
THE BLAME  
WITH.

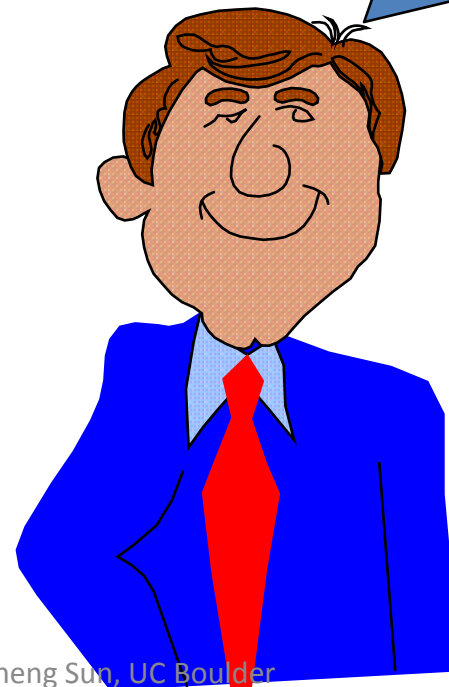




# Determining When to Conduct Marketing Research

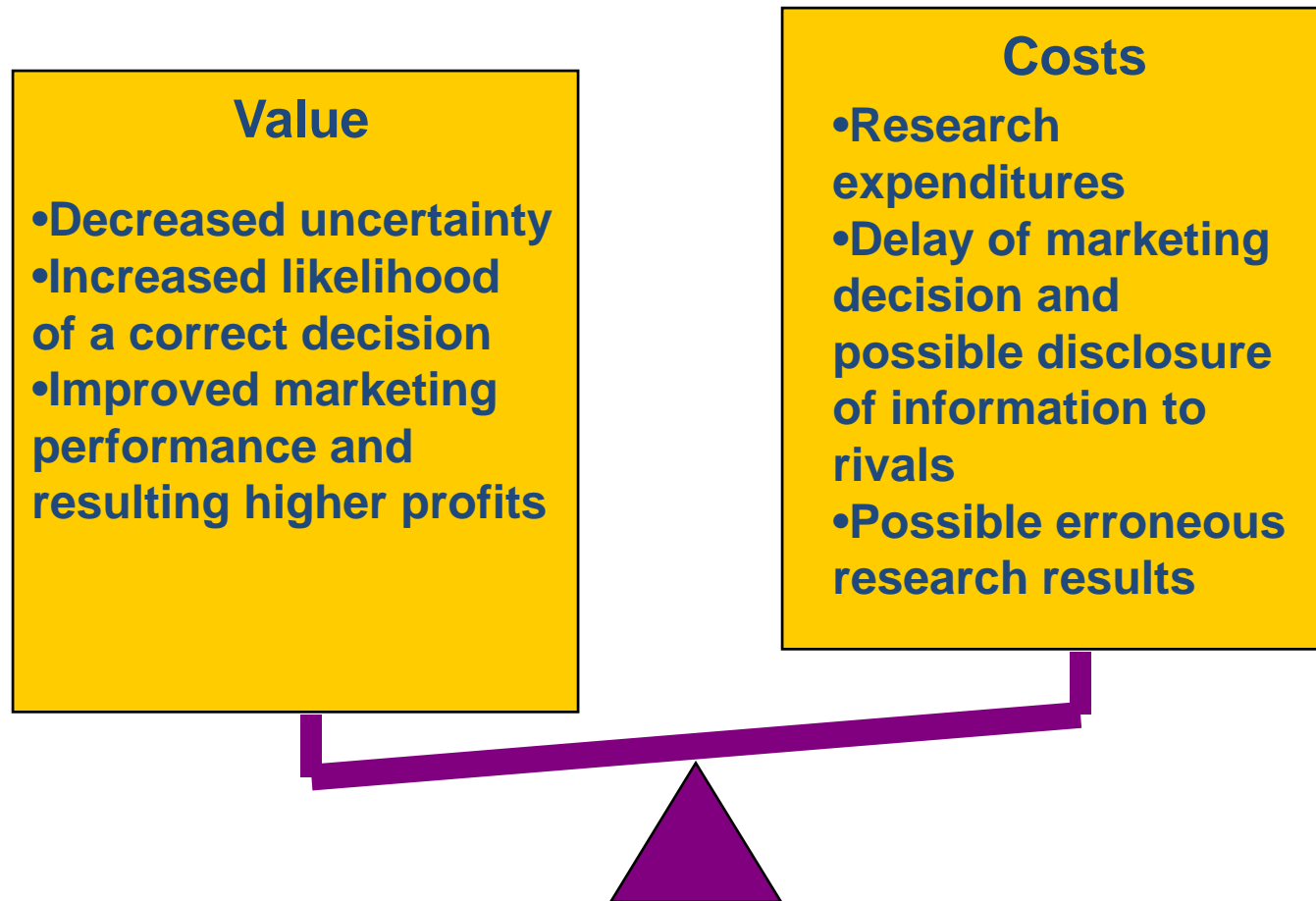


Information  
Reduces  
Uncertainty



I don't know  
if we should  
enter the  
Australian  
Market?

# Value Should Exceed Estimated Costs





# Logistics

- Email: [Yacheng.Sun@Colorado.edu](mailto:Yacheng.Sun@Colorado.edu)
- Office Phone: 303-4926211
- Office: KOBL 461
- Office hours:
  - 1 –2 pm Wednesday/Friday
  - and by appointment
- Teaching assistant: Ji Hoon Jhang  
[Ji.Jhang@Colorado.edu](mailto:Ji.Jhang@Colorado.edu)

# Materials

- Text *Basic Marketing Research – Naresh K. Malhotra (Third edition), Prentice Hall, 2009.*  
(e-book available at <http://www.coursesmart.com>)
- Supplementary lecture slides
- Additional reading assignments

# Grading

- Exams: 500 pts (250 pts X 2)
- Team project: 300 pts
- Home assignments: 100 pts
- Participation: 100 pts

# Exams(500 pts)

- All exams are close book
- Exam dates
  - Exam 1 February 22<sup>nd</sup> (Tuesday)
  - Exam 2 April 19<sup>th</sup> (Tuesday)

# Team project (300 pts)

- Team formation: 3-4 persons formed by self-selection
- Evaluation: Two-part grading
  - Fixed part: 50%
  - Variable part 0-50%: Peer evaluation
- Team work norm should be fair and flexible.
- Report to me early if there is any coordination issue.

# Home assignments (100 pts)

# Participation (100 pts)

- ***Attendance***
- Six to eight “random” quizzes used for keeping attendance
- ***Participation***
- I may cold-call
- There is usually no “correct answer” for a question
- Your input will be evaluated based on
  - Deliberation and quality of comments
  - Contribution to the learning atmosphere

# This course values rigor

- Some people are born great
  - Some achieved greatness
  - Some have greatness thrust upon them...
- Shakespeare, *Twelfth Night*



# Disability and religion observances

- Will do my best to accommodate.
- Let me know early - no last-minute surprises please.
- Supporting documents needed.
  - e.g., a letter from Disability Services  
(303) 492-8671, Willard 322,  
[www.Colorado.EDU/disabilityservices](http://www.Colorado.EDU/disabilityservices)

# Classroom norms

- Be on time and prepared for class!
- Cell phones and pagers need to be turned off during class time.
- No use of laptop in the classroom unless instructed.