Case studies in marketing research introduction

Teachers

Radoslav Škapa	skapa@econ.muni.cz	Room 637	Office hours: Tuesday: 12:00 - 13:30
Alena Klapalová	albra@seznam.cz	Room 634	Monday: 11:00 - 12:00 and 16:15 - 17:15
Klára Kašparová	16090@mail.muni.cz	Room 634	**Wednesday 9:30 to 10:30 Thursday 1:00 p.m. to 2:00 p.m.**

Week	Day	Lecture overview Wednesday	Teacher
1	20.9.	Specification of research project requirements Marketing research as a case of business research: basic terminology of research. Functions and types of marketing research; fields of its application.	Klapalová
2	27.9.	Marketing research process. Research design	Klapalová
3	4.10.	Hypotheses, variables, operationalisation.Secondary data resources	Klapalová
4	11.10.	**Presentation of proposals** The presence of all team members is necessary!	Škapa, Klapalová
5	28.10.	Survey methods: questionnaire	Kašparová
6	25.10.	Primary data collection and sampling techniques. Preparing the research report	Škapa
7	1.11.	**Presentation no. 1**: (suggested research design, literature review; design of a questionnaire) The presence of all team members is necessary!	Škapa, Klapalová
8	8.11.	Exam test	Škapa, Klapalová
9	15.11.	Data editing and coding. Elementary statistical processing and data representation	Škapa, Klapalová
10	22.11.	SPSS: Elementary statistical processing and data representation I	Škapa
11	**29.11**.	Individual consultancy (data processing, research report) – different date – lecturers are out for conference	Škapa Klapalová

Important deadlines

11.10.2016 – brief marketing research proposal (research aims, 'why should it matter to managers', and rough research design) presented to teachers during the lecture with help of Powerpoint; the formation of teams

Until 10.10.2016 (midnight) you upload the textual version of your presentation to is.muni.cz (Homework Vaults - directory)

31.10.2016 (midnight) – Deadline for presentation No 1 submission to is.muni.cz

11. 12. 2016 (midnight) - Deadline for final project submission to is.muni.cz

Requirements on presentation no. I

You deliver textual version (20 to 30 pages) and PPT.
The presentation will last approx. 20 minutes; the discussion will start thereafter.
The content of your work-in-progress file:
- The precise research goal definition and substantiation (why it should matter to managers?).
- Profound literature review and secondary data analysis.
- Pilot study (optional)
- Formulation of research questions and hypothesis (optional)
- Description of planned quantitative survey (population definition, sampling technique)
- Proposed questionnaire

Requirements on presentation no. II

You deliver research report (35 to 50 pages) and PPT.
The presentation will last approx. 25 minutes; the project defense will start thereafter.
The content of your presentation II:

- Information about data collection and the structure of the final research sample
- Descriptive analysis of data (uni- and bivariate statistical analysis).
- Interpretation of the findings in relations to research aims and hypothesis
- Implications for managers
- limitations of research and further recommendations.
- Autorship – description of each member roles and contributions

Study materials
All the necessary materials will be uploaded in is.muni.cz
(Learning Materials for MPH_CSMR)

Assessment methods
- You need to gain at least 60% of points in the test covering the theory of marketing research and
- to defence the marketing research project successfully.

Any copying, recording or leaking tests, use of unauthorized tools, aids and communication devices, or other disruptions of objectivity of exams (credit tests) will be considered non-compliance with the conditions for course completion as well as a severe violation of the study rules. Consequently, the teacher will finish the exam (credit test) by awarding grade "F" in the Information System, and the Dean will initiate disciplinary proceedings that may result in study termination.

Our suggestions of topics for research:

- Social Media & Mobile Internet Use among Teens and Young Adults. Millennials. (base on: http://eric.ed.gov/?id=ED525056)
- Getting rid of products – throw-away society and young generation (based on: http://www98.griffith.edu.au/dspace/bitstream/handle/10072/34316/64789_1.pdf?sequence=1)
- Insect is soooo delicious! (based on: http://www.researchgate.net/publication/264277224_Insects_in_the_human_food_chain_global_status_and_opportunities)