

MKT 9702 MARKETING RESEARCH

Semesters offered: Fall & Spring

Credits: 3.0

LEARNING GOALS

This course uncovers the ways in which “bad” data may be generated (unintentionally or wilfully), shows you how to recognize flawed research, and reveals best practices that can minimize bias in research.

SKILLS GAINED

- * How to identify sources of relevant secondary data.
- * How to critically evaluate the methodology of a study.
- * How to design experiments to investigate cause and effect relationships.
- * How to design questionnaires using Qualtrics.
- * How to design a sampling plan.
- * How to analyse data using SPSS.



TYPES OF ASSIGNMENTS

Semester-long group projects: design and execute a real-world research study where you conduct qualitative research, develop a proposal, design and launch a survey, analyze the survey data, and prepare a report with recommendations for your client.

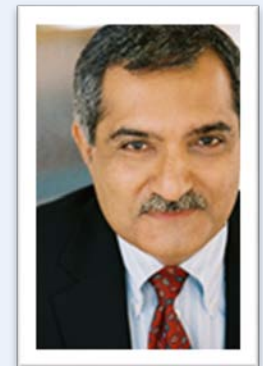
BUSINESS PROBLEMS ADDRESSED

While the class focuses primarily on the use of research techniques to gain consumer insights and support marketing decision making, the implications go well beyond marketing and apply to how information is gathered and used in any decision-making context.

A TYPICAL CLASS

- * An applied, hands-on approach to the subject, while ensuring that you are exposed to the relevant theoretical concepts.
- * A hybrid format, with lectures and tutorials accessed online.
- * Face to face sessions are devoted to discussing cases and examples, and clarifying concepts as needed.

PROFESSOR BIO



Prof. Kapil Bawa

Professor Bawa teaches Marketing Research and Marketing Principles in the Graduate, Undergraduate and Executive programs. Before joining the Zicklin School of Business, he taught at McGill University, New York University, and Columbia University, and had worked in the field of advertising. He has published in leading academic journals including Marketing Science, Journal of Marketing Research and Journal of Marketing. His research focuses on the modeling of choice and consumer behavior, with consumer promotions being a particular area of interest. He has been an invited speaker at industry forums such as the Marketing Science Institute and the Conference Board of Canada. He has also taught in International Executive Programs in Singapore and Taiwan, at People's University in Beijing and in McGill University's MBA Japan. He has a PhD from Columbia University.