



## MARKETING RESEARCH

<b>Course code</b>	GRAV029
<b>Course title</b>	Marketing Research
<b>Type of course</b>	Main
<b>Year of study</b>	1 <sup>st</sup> year
<b>Semester</b>	Autumn
<b>No. of credits according to LT credit system</b>	36 class hours, 124 self-study hours and 2 consultation hours (distant or direct form)
<b>ECTS</b>	6
<b>Lecturer</b>	Ass. Prof. Dr. Eleonora Šeimienė ( <a href="mailto:elesei@faculty.ism.lt">elesei@faculty.ism.lt</a> )
<b>Study form</b>	Full-time
<b>Course prerequisites</b>	Undergraduate diploma; courses: Research methodology, statistics
<b>Language of instruction</b>	English

### COURSE ANNOTATION

The course provides an understanding of how marketing research is practiced today. It gives the overview of different research methods and practices in marketing, presents the trends in the field such as neuromarketing research and usage of artificial intelligence in research.

In the modern world data itself is no longer a competitive advantage, the main competitive advantage is what companies and businesses are doing with the data they already have or the data received while performing marketing research. The course will overview different research methods suitable for answering various marketing questions, e.g. what are the needs of my consumers, whether my brand stands out in competitive environment, how to enter the market with new brand or product, etc.

The knowledge and skills acquired by the students during the course will allow to critically evaluate different possibilities of conducting the research and empower to design the needed study by themselves.

### LEARNING OUTCOMES

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To identify a marketing problem, translate it into a research question, and design a methodology to properly conduct the research.	Lectures, individual study, home assignments, presentation	Participation, research proposal assessment
CLO2. To compare different research strategies and execute them.	Lectures, individual study, home assignments	Participation, research proposal, research project assessment
CLO3. To design a research project and collect data.	Lectures, individual study, team work, home assignments	Participation, research proposal, research project assessment
CLO4. To analyze data and draw reasonable interpretations as well as communicate research findings in a clear and well-organized way.	Lectures, individual study, team work, home assignments	Participation, research proposal, research project assessment
CLO5. To examine changing marketing environment and use proper up-to-date research methods and technologies to solve marketing problems.	Lectures, individual study, home assignments	Participation, research proposal assessment

Week	TOPIC	IN-CLASS HOURS	READINGS
1 17:45-21:00	<p>Introduction to the course and organizational details.</p> <p>Definition and importance of marketing research. Classification of marketing research. Role of marketing research in marketing decision making. Marketing research industry.</p> <p>Translation of marketing question into research question. Problem definition and the research process. Secondary and primary data, qualitative and quantitative research, etc.</p> <p><i>Assignment at class: translating marketing question into research question.</i></p>	4	Hair et. al. Essentials of marketing research Chapters 1-2
2 17:45-21:00	<p>Understanding the consumer. The importance of asking the right questions. Concepts of consumer needs, pain points and motivations. Techniques of consumer segmentation research.</p> <p>Writing of research proposal: selection of the best research method for business problem; structure of research proposal.</p> <p><i>Assignment at class: building consumer persona from sample research data.</i></p>	4	Aaker, David A. Strategic market management Chapter 2
3 17:45-21:00	<p>Brand research. Qualitative and quantitative research methods for competitive brand analysis. Application of research methods for answering marketing and management questions. Linking research findings to brand positioning strategy. Learning to interpret research results and make actionable recommendations.</p> <p><i>Assignment at class: preparing brand positioning recommendations using importance-performance matrices.</i></p>	4	Aaker, David A. Strategic market management Chapter 3, 9.
4 17:45-21:00	<p>Using research for innovation. Qualitative market research techniques for product or service innovation. The advantages and disadvantages of 'quick and dirty qual' compared to traditional research methods, use cases and reporting. Overview of the use of research or brand communities.</p>	4	Aaker, David A. Strategic market management Chapter 10-11.
5 17:45-21:00	<p><i>Midterm test: lectures 1-4.</i></p> <p><i>Students' presentation of their designed research proposals.</i> <i>Complete research proposal presentations (pdf files) are sent latest on 20<sup>th</sup> of December by 5PM local LT time via e-learning system.</i></p> <p>Evaluation of market research proposals and methods on choosing a research company.</p>	4	-

6 17:45-21:00	Neuromarketing as a new trend in marketing research. Theory behind neuromarketing: System 1 and System 2 thinking. Neuro research tools and techniques: implicit - reaction time studies, measurement of facial expressions, eye-tracking equipment, biometric measurements (skin reaction, heart rate), electroencephalogram, etc. Application of artificial intelligence and machine learning in research. Research cases in Baltic and Nordic countries.	4	Lecturer's slides
7 17:45-21:00	<u>Guest lecture: Kamilė Jokubaitė, True Insight Lab/ Attention Insight, Founder. Using AI to predict consumers' attention. New trends in web design and visual material testing.</u>  <i>Assignment in class: choosing TV advertisements or other video marketing material for neuromarketing research project. Learning, how to implement neuromarketing research.</i>	4	Lecturer's slides
8 17:45-21:00	<u>Visiting neuromarketing lab at Vilnius University.</u>  <i>Note: the students are divided in two groups, one group visits the lab at 17:45-19:15; another at 19:15-20:45.</i>	4	-
9 17:45-21:00	<i>Presentation and delivery of neuromarketing research projects (TV advertisements or other video marketing material testing with neuromarketing techniques).</i>  <i>Complete research projects (doc/pdf files) and presentations (ppt/etc files) are sent latest on 21<sup>st</sup> of January by 5PM local LT time via e-learning system.</i>	4	-

## WORK ASSESSMENT

TYPE	Self-study hours	EVALUATION, %
Research proposal	10	15
Midterm test	52	35
Neuromarketing research project	62	50
<b>In total:</b>	<b>124</b>	<b>100</b>

## COURSE REQUIREMENTS

- Research proposal.** Students will work in teams to prepare a well-structured research proposal for a given business problem. Complete research proposal presentations (pdf files) are sent latest on 20th of December by 5PM local LT time via e-learning system. Research proposal will count 15% of the final grade.
  - Midterm test.** Test will cover the material from the 1-4 lectures, readings and questions relating to lecture/discussion material from class. Test questions will be multiple choice. More details will be provided in class. Test will count 35% of the final grade.
  - Assignments:** Students will work with different types of assignments in class (e.g., generating and discussing research ideas, case studies, formulating marketing research problem for the projects, analysing and interpreting research results).
  - Neuromarketing Research Project:** The project for this course will involve testing students' chosen TV advertisements or other video marketing material. The students will work in teams. The students will use neuromarketing research tools for testing TV advertisements or another video material. More information regarding the specific requirements of the research project will be provided in class. Research project will count 50% of the final grade.
- Complete research projects** (doc/pdf files) and abbreviated presentations for class (ppt/etc files) are sent latest on are sent latest on 21<sup>st</sup> of January by 5PM local LT time via e-learning system.

- **Class Participation:** Class discussions and questions make the subject more interesting and relevant, for both students and the lecturer.
- **Assistance:** Do not ever hesitate to request assistance with anything you do not understand.
- **Electronic Devices:** NO electronic devices may be used in the classroom without prior instructor approval. Please turn off ALL cell phones and communication devices during class. Other devices, including but not limited to computers, tape recorders, or mp3 players are banned – except by specific consent of instructor. Computers will be exempt only with prior instructor approval.
- **Cheating issues:** The teaching and testing methods are chosen considering the purpose of the minimization of cheating opportunities. The ISM regulations on academic ethics are fully applied in the course.
- **Class Conduct/Professional Behavior:** Students are expected to behave in a manner conducive to an educational setting in the classroom. Inappropriate behavior will result in the student being asked to leave the class. In addition, students contacting the public (including, but not limited to, research for your project) are expected to act in a professional manner – keeping appointments, dressing appropriately if personal interview, being respectful of the public's time, etc.
- **Deadlines and Details:** Meeting deadlines and taking care of details are of extreme importance. Therefore, for all assignments that are not turned in on time a grade of "0" will be given.
- **Communication:** The students must use their official ISM e-mail to contact the lecturer and clearly indicate the course name (Marketing Research) and the subject matter of the question in the subject line of the e-mail. Whenever the students have to submit their work, their names must be clearly indicated on the document and the document must be properly formatted according to ISM requirements. The file names of e-mailed documents, such as the research project, must include the students' last names. It is very important that you follow these rules so your e-mails and submissions do not get lost. Please use [elesei@faculty.ism.lt](mailto:elesei@faculty.ism.lt) and [ritkle@faculty.ism.lt](mailto:ritkle@faculty.ism.lt) for all correspondence.

#### MAIN READINGS

- J. F. Hair, Jr., M. Wolfinbarger Celsi, D. J. Oritinau, R. P. Bush. 2013. Essentials of marketing research. Third Edition. New York: McGraw-Hill/Irwin (available at ISM library)
- Aaker, David A. 2001. Strategic market management. Sixth edition. New York; Chichester: John Wiley & Sons (available at ISM Library)

#### ADDITIONAL READINGS

1. Brown Urban, J., Van Eeden-Moorefield, B. 2018. Designing and proposing your research project: concise guides to conducting behavioral, health, and social science research. Washington: American Psychological Association (available at ISM library)
2. Croach, S., Housden, M. 2016. Marketing research for managers. Third Edition. Routledge (2003 edition available at ISM library)
3. McDaniel, C., Gates, R. 2015. Marketing research. Ninth edition. John Wiley & Sons
4. Yin, R. K. 2011. Qualitative Research from Start to Finish. First Edition. The Guilford Press (available at the lecturer, upon request)
5. Malhotra N. K. 2017. Marketing research: an applied orientation. Harlow: Pearson (available at ISM library)