UCONN | COLLEGE OF LIBERAL ARTS AND SCIENCES

COMMITTEE ON CURRICULA AND COURSES

Proposal to Add a New Graduate Course

Last revised: September 24, 2013

1. Date: April 8, 2014
2. Department requesting this course: Public Policy
3. Semester and year in which course will be first offered: Spring/Fall 2015

Final Catalog Listing

Assemble this after you have completed the components below. This listing should not contain any information that is not listed below!

PP 5387. Surveys for Market Research
3 credits. Seminar.

An exploration of how survey research techniques and methods are used to address market research problems.

Items Included in Catalog Listing

Obligatory Items

1. Abbreviation for Department, Program or Subject Area: PP
2. Course Number: 5387
3. Course Title: Surveys for Market Research
4. Number of Credits (use digits, "3" not "three"): 3
5. Course Description (second paragraph of catalog entry): An exploration of how survey research techniques and methods are used to address market research problems.

6. Course Type, if appropriate:
   __Lecture __ Laboratory _X_ Seminar __ Practicum

Optional Items

7. Prerequisites: None.
8. Recommended Preparation: PP 5379 Principles and Methods in Survey Research
9. Consent of Instructor: Not Required
10. Exclusions: None.
11. Repetition for credit: None.

12. S/U grading: A-F Graded.

Justification

1. Reasons for adding this course: This is a new course in the curriculum of the Master of Arts in Survey Research program, which began offering degrees in 2011.

2. Academic merit: Market research is a significant segment of the professional landscape for survey researchers. This course will be critical for students whose interest in survey research is derived from a desire to work in this sector. It will deepen students' understanding of the role of market research business decision-making.

3. Overlapping courses: None
4. Number of students expected: about 20
5. Number and size of sections: 1 section
6. Effects on other departments: None
7. Staffing: Staffing for the course will be provided by the Department of Public Policy. No new staff is necessary to offer this course.
8. Dates approved by
   Department Curriculum Committee:
   Department Faculty:
9. Name, Phone Number, and e-mail address of principal contact person:

Ken Dautrich
860-570-9090
K.Dautrich@uconn.edu

Syllabus

A syllabus for the new course must be attached to your submission email.

Additional Approval

New graduate courses must also be approved by the Graduate Faculty Council.

Public Policy 5397: Surveys in Market Research
Graduate Program in Survey Research
University of Connecticut
Professor: Dr. Ken Dautrich

Overview of Course

Market research has become a critical resource for businesses of all sizes throughout the world. A multi-billion dollar global industry, businesses use market research as a roadmap to strategic decision-making. Market research helps to answer many business questions, such as: How satisfied are customers with our product line? How can products and services be improved? What sets one company apart from another? How can sales and market share be improved? What is the optimum pricing of a product to achieve maximum sales and profitability? How can a market be effectively sub-divided to improve marketing efforts? How visible and effective is advertising and other forms of communications? What is the image of a particular brand? This course explores the use of survey research techniques to answer these and other market research questions.

The course is organized into six distinct units. First we explore the market research industry, its structure, function and impact on business decision-making. Second, we review the survey research process as it relates to conducting market research projects. Third, we examine questionnaire design and measurement problems in conducting market research studies. Fourth we study sampling techniques and approaches to market research projects. Fifth, we consider the role of secondary source data and qualitative research in the market research process. Sixth, we explore approaches to addressing a number of market research problems. Seventh, we look at strategies to most effectively prepare market research reports and presentations.

Contacting Professor Dautrich:

Please use the email function on the HuskyCT system to contact Professor Dautrich, or to set up an appointment to talk. He will check the HuskyCT mail at least once a day Monday through Friday during the semester.

Requirements for Completing the Course

To successfully complete the course, students will need to:

- Read and review all materials assigned for a weekly segment prior to the start of a new week;
- Review the weekly lectures and lecture outlines by Monday of each week;
- Participate in all the weekly discussion sessions;
- Prepare a “research design” aimed at addressing a market research problem;
- Prepare and present a “expert advice” paper on a market research topic;
- Prepare and present a “questionnaire” designed to address a market research problem.

Student Performance Assessment and Grading

Final grades will be based on the following:

- A grade will be assigned at weeks 5, 10 and 15 for student performance in participating in the weekly discussion activities. Each grade is worth 8% of the final course grade (total of 24% of final grade).
- A grade will be assigned to the "questionnaire" paper and presentation submitted by the student. This paper is worth 25% of the final grade.
- A grade will be assigned to the "literature review" paper and presentation submitted by the student. This paper is worth 25% of the final grade.
- A grade will be assigned to the "research design" paper. This paper is worth 25% of the final grade.

Course Materials

A. Required Books: The following books should be purchased. Required readings from these books are referenced in the "weekly topics" section of this syllabus (below)

Dillman, Smith and Christian, *Internet, Mail and Mixed-Mode Surveys* (Wiley & Sons), 2009

Burns and Bush, *Marketing Research* (Pearson), 6th edition 2009

B. Resources in the "Course Materials" Folder: In most weeks, there are readings and other materials that student will need to access to complete course requirements. These readings and materials may be found in the "course materials" folder on the course webpage. The readings and resources materials include both electronic copies of articles and reports, and links to webpages with reading material. These materials are organized by course weeks.

C. Lectures and Lecture Outlines: For most weeks of the course, there is a lecture, which is supported by a lecture outline. The video lectures and PowerPoint lecture outlines may be found in the "course lectures" folder on the course webpage. These lecture materials are organized by course weeks.

Organization of the Course

The course is organized into 15 distinct weekly segments. Each weekly segment begins on a Monday. Prior to each weekly segment, students are required to read the book chapters, articles and other course materials assigned for each weekly segment.

At the start of a new weekly segment, a lecture with a supporting lecture outline PowerPoint will become accessible in the "course lectures" folder on the course website. Students should review the video lecture/PowerPoint for the weekly segment before Tuesday morning. The materials will become available on Saturday morning prior to the weekly segment.

On Tuesday morning, a course activity/discussion will be posted in the "course discussion questions" folder on the course website. Students should read the activity/discussion question posted each week, and follow instructions regarding how they should respond to the discussion question in the "discussions box" folder. Some weekly discussions require students to participate in a discussion topic. Other weekly discussions will be dedicated to student presentations of literature review and questionnaire paper assignments.

Weekly Topics and Outline

Week 1: Introduction to Course (January 21)

Requirements:

- Introductory Week 1 Lecture
- Using huskyct

Week 2: The Market Research Industry (January 28)

Requirements:

- Week 2 Lecture/Lecture Resource Slides
- Readings:
  - Greenbook Research Industry Trends 2012 Report
  - Honomichl essay "The 2012 Top 50"
  - Honomichl essay ""Global Top 25"
  - Burns and Bush, chapter on the market research industry

Week 3: Defining the Problem for Market Research to Solve (February 4)

Requirements:

- Week 3 Lecture/Lecture Resource Slides
- Readings:
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Week 4: Research Design in Market Research (February 11)

Requirements:

- Week 4 Lecture/Lecture Resource Slides
- Readings:

Week 5: Surveys and Interviews in Market Research (February 18)

Requirements:

- Review Lecture 5/Lecture Resource Slides
- Readings:
- RESEARCH DESIGN PAPER DUE

Week 6: Questionnaire Design and Measurement Issues (February 25)

- Week 6 Lecture/Lecture Resource Slides
- Readings:

Week 7: Sampling for Market Research Projects (March 4)

Requirements:

- Week 7 Lecture/Lecture Resources Slides
- Readings:

Week 8: Using Secondary Source Data and Qualitative Approaches (March 11)
Requirements:

- Week 8 Lecture/Lecture Resource Slides

Readings:

Week 9: Spring Break (March 18)

Week 10: STUDENT QUESTIONNAIRE PRESENTATIONS I (March 25)

- STUDENT QUESTIONNAIRE PAPERS ARE DUE

Week 11: STUDENT QUESTIONNAIRE PRESENTATIONS II (April 1)

- Readings:

Week 12: Exploring Approaches in Market Research I; Case Study on "Pricing" Research (April 8)

Requirements:

- Week 12 Lecture/Lecture Resource Slides
- Readings:

Week 13: Approaches in Market Research II; Consumer Confidence and Customer Satisfaction (April 15)
Requirements:

- Week 13 Lecture/Lecture Resource Slides
- Readings:

Week 14: STUDENT PRESENTATIONS AND DISCUSSION ON "EXPERT ADVICE" PAPERS I (April 22)

- STUDENT "EXPERT ADVICE" PAPERS ARE DUE

Week 15: STUDENT PRESENTATIONS ON "EXPERT ADVICE" PAPERS II (April 29)