1. **The Nature of Marketing Research** [Text, Ch. 1]
   - Definitions: marketing concept, marketing strategy, marketing research, marketing information system, applied vs. basic research
   - Function/Roles of marketing research
   - General idea re the types of problems/issues/topics are conducted by marketing researchers

2. **Industry Structure and Marketing Research Process** [Text, Ch. 2]
   - Trends in MR
   - Structure of the MR industry: external vs. internal suppliers
   - Ethical issues confronting the MR industry: proposed to solutions to problems posed?

3. **Problem Definition and Research Objectives** [Text, Ch. 3]
   - Marketing Research Process (When is research warranted and when not? Steps in the research process and what happens in each)
   - Differentiate between the marketing management problem and the marketing research problem: how translate the former into the latter? What questions do you need to ask the manager before you can formulate the marketing research problem? What is the difference between a symptom and a cause?
   - Given the above information from the manager, how do you go about formulating the marketing research problem and subsequently, the objectives? What is the difference between a construct and an operational definition? Why do we need the latter?
   - What should go into a formal research proposal?

4. **Research Design** [Text, Ch.4]
   - 3 types of research design and uses and methods of conducting each type
   - Given a certain research question/objective, be sure you can identify which type(s) of research – exploratory, descriptive, or causal – would be most appropriate in order to achieve objective
   - Experimental design:
     - Definitions: independent, dependent, and extraneous variables, experimental and control groups, pretest and posttest, symbolic notation used (e.g., $O = $ measurement of dependent variable), field vs. lab experiment
     - Prerequisites for causality: (hint: covariation of X & Y, etc.)
     - Why do we call quasi-experimental designs “quasi”? Make sure you understand the designs and can identify the problems with them (for example, I might give you a word problem and ask you to identify X and Y and the reasons you can not make a causal statement)
     - True experimental designs: know types, including factorial design, and be able to understand how you obtain the experimental effect
     - Internal and external validity of experiments: types of extraneous variables that can jeopardize validity and ways of increasing both types of validity in your research design
     - Test marketing: know 4 types and advantages and disadvantages of each. Why is test marketing often a type of field experiment? Criteria used to select test markets? Pros/cons of test marketing?
5. Secondary Data and Packaged Information [Text, Ch. 5]
   - Definitions: primary vs. secondary data, external vs. internal databases, syndicated data, standardized services, single-source data, geodemographics
   - Trends in secondary data collection, syndicated services
   - Advantages/disadvantages of secondary data and syndicated services
   - Evaluating secondary data – criteria to determine whether source is legitimate or not
   - Key sources of secondary data to know (what kind of info can you get from each, how does the info help in marketing decisions?): Census + updates, Survey of Buying Power, others mentioned in Power Point slides
   - Know NAICS (replacing SIC codes)
   - Key sources of syndicated services to know (what application area does each relate to?): Yankelovich Monitor, Gallup Poll, VALS, Claritas (Prizm, Market Reporter), ACNielsen Scantrack, IRI Behaviorscan (single source data), Nielsen Media Research (know what ratings and share mean), and Dun’s Market Identifiers + any others mentioned in Power Point slides

6. Observation and Qualitative Methods [Text, Ch. 6]
   - Definitions: qualitative vs. quantitative vs. pluralistic research, focus group, depth interview, protocol analysis, projective techniques, ethnography, participant observation
   - Observation techniques: types, appropriate conditions for use, advantages/limitations of, examples of [Note: think application: what kind of info can you get using observational techniques?]
   - Focus groups: uses/objectives of, general rules for conducting, kind of data obtained, advantages/disadvantages of, trends [Note: think application]
   - Projective techniques: types, when appropriate to use, kind of info obtained, examples
   - Other qualitative methods (see PP slides)

7. Survey Data Collection Methods [Text, Ch. 7]
   - Advantages of surveys (vis a vis observation, focus groups, experiments)
   - Data collection modes: person-administered, computer-administered, self-administered: advantages/disadvantages of each
   - Data collection methods: definition of each, factors determining the choice of a particular survey method

8. Measurement in Marketing Research [Text, Ch. 8]
   - Definitions: close-ended vs. open-ended response format, halo effect, subjective vs. objective properties of a construct; question bias, undisguised/disguised survey, anonymity, confidentiality
   - Pros and cons of alternative response formats; which factors do you take into consideration when selecting one?
   - Levels of measurement of scales (nominal, ordinal, interval, ratio): characteristics of each, mathematical operations that can be performed with each type, examples of each [Note: be able to look at a scale/question and know which type of scale it is and what type of statistical analysis you can do]
   - Specific scaled-response question forms to know: Likert scale, life-style inventory, semantic differential, composite scales, graphic rating scale
   - Reliability and validity of measurements: definition of each, how assess, how to develop reliable/valid measures
   - Shoulds and Should Nots of questionnaire writing
   - Questionnaire organization and question sequence (e.g., screening questions, warm-ups, "skips")
   - Pretesting questionnaire: what does this mean and why do we do it?