

Autumn 2019

24309 Marketing Research

University of Technology Sydney

Topics:

- Week 1: Overview of Marketing Research
- Week 2: Research Questions and Data
- Week 3: Interviews and Focus Groups
- Week 4: Making Sense of Qualitative Data and Sampling
- Week 5: Surveys
- Week 6: Construct Measurement, Questionnaires and Supplements

WEEK ONE

- **Lecture: Overview of Marketing Research**
- **Tutorial: NO TUTORIAL**

Assessments throughout the subject:

- Multiple choice exam
- Research project - group and individual (35%)
- Participation activity (only 3%)
- Final Exam (40%)

What is marketing research:

Marketing research allows for a link to be established between business and market through generating information which allows for the creation and development of solutions to decision problems.

When conducting marketing research, businesses need to:

- Establish boundaries in which the project will remain confined.
- Design the type of research which will take place.
- Implement the research designed.
- Communicate clearly and concisely the research results.

Decision problems:

- Decision problems are circumstances in which appropriate paths must be taken in order to achieve any given objective.
 - Decision problems are generally defines as weaknesses, threats, strengths or opportunities.
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Strength E.g. Businesses ability to pull well paying customers.	Weakness E.g. Poor organisation and development of the 4 marketing P's.
Opportunity E.g. Opposition brand becomes bankrupt.	Threat E.g New and successful brand enters the market.

- Decision problems can occasionally be difficult to identity, and what initially appears to be the problem can actually be just a side-effect of the actual problem.

Marketing research:

- Marketing research involves searching for and creating relevant and correct information which can in turn be used for problem solving decision problems.
- When deciding on marketing research, businesses need to ensure the research will provide them with information that is considered significant, valuable and not already known.
- In order for marketing research to be considered worthwhile, the value of information obtained must be more than the costs involved with conducting the actual research.
- Marketing research has developed in a way that brings about a larger number of complexities:
 - Technology can deeply affect marketing research in a positive way if utilised correctly. It can also put businesses at a disadvantage if not used properly
 - Choosing the correct method for a business varies depending on a business, and knowing which method to select can be a challenge in itself.