**CLASS INFORMATION**

Benedictine University  
**MBA 665A Principles of Market Research**  
Winter 2016  
Mondays, 6:30 – 9:30pm  
January 11 - March 14  
Location: Refer to MyBenU

**INSTRUCTOR INFORMATION**

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**COURSE OBJECTIVES**

Marketing research is a business tool used by many successful firms to reduce the risk in decision-making and thereby increase the profitability of the company. Firms who advocate the use of marketing research are those that have progressed to the stage of development where they have adopted the marketing concept and are marketing oriented as opposed to being sales or production oriented.

Essentially, the purpose of this course is to provide you with an overview of the field of marketing research and to acquaint you with its advantages and value to a firm. The course will also provide you with an understanding of the basic ideas and techniques of marketing research.

As a result of this course, students will be able to:

1. Translate a marketing problem into a feasible research question.
2. Explain the stages involved in the marketing research process.
3. Identify and evaluate sources of marketing information and the various means for gathering such information.
4. Compare and contrast alternative research designs.
5. Demonstrate an understanding of marketing research terminology.
6. Design and execute a basic survey research project.

**CLASS OVERVIEW & GRADING**

Final Course Grading will be as follows:

- 2 tests (Multiple choice) (25% each)
- Class discussion (15%)
- Research proposal (35%)

**REQUIRED TEXT**

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**IMPORTANT REMINDERS**

A more complete course syllabus will be distributed at the first class meeting.

**PRE-CLASS ASSIGNMENT for Session #1**

- Read chapters 1 and 2.
- Think about what particular aspects of marketing research and its applications you would like to learn more about.

**NOTES FROM INSTRUCTOR**

Phil Hupfer is a career market researcher. He has worked in various marketing research executive and managerial positions for a major research supplier, a billion-dollar media company, a Fortune 500 packaged goods firm, and several smaller marketing research suppliers. His expertise includes study design, proposal development, questionnaire writing, designing tab plans, data analysis and the development of recommendations, report writing and formal presentations. He has designed and conducted studies in a wide variety of consumer and B2B product categories. As many as possible “real world” examples of past and current marketing research studies will be brought up in class.