

Strategic Marketing

Unit Two – Marketing Research



Course Layout and Overview

- ▶ Five units
 - ▶ Unit One: Marketing Planning Process
 - ▶ **Unit Two: Marketing Research**
 - ▶ Unit Three: Consumer Behavior
 - ▶ Unit Four: Brand Strategy
 - ▶ Unit Five: Marketing Communications



Unit Two Learning Outcomes

- ▶ Explain the strategic importance of marketing research for making marketing decisions
- ▶ Explain the five steps in the marketing research process
- ▶ Assess four methods for defining a marketing research problem
- ▶ Evaluate primary and secondary research approaches for collecting data
- ▶ Describe two quantitative and two qualitative research methods for a marketing research project
- ▶ Differentiate exploratory, descriptive, and causal research designs for marketing research
- ▶ Recommend guidelines for analyzing and interpreting research results for data validity and decision making



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Two Overview Topics

- ▶ Marketing research process
- ▶ Defining a marketing research problem
- ▶ Primary and secondary research for collecting data
- ▶ Quantitative and qualitative research
- ▶ Exploratory, descriptive, and causal research designs
- ▶ Analyzing and interpreting research results



Marketing Research Vocabulary

- ▶ Casual design
- ▶ Data validity
- ▶ Descriptive research
- ▶ Exploratory research
- ▶ Interpreting research results
- ▶ Marketing research
- ▶ Marketing research problem
- ▶ Marketing research process
- ▶ Primary research
- ▶ Qualitative research
- ▶ Quantitative research
- ▶ Secondary research



The Marketing Research Process

The Marketing Research Process

1. Identify the problem

- Problem to solve
- Project objectives
- Research questions

2. Develop the research plan

- Information needed
- Research & analysis methods
- Responsible parties

3. Conduct research

- Secondary data review
- Primary data collection
- Suitable methods & techniques

4. Analyze and report findings

- Data formatting & analysis
- Interpretation of results
- Report & recommendations

5. Take action

- Thought and planning
- Evaluation of options
- Course adjustment & execution

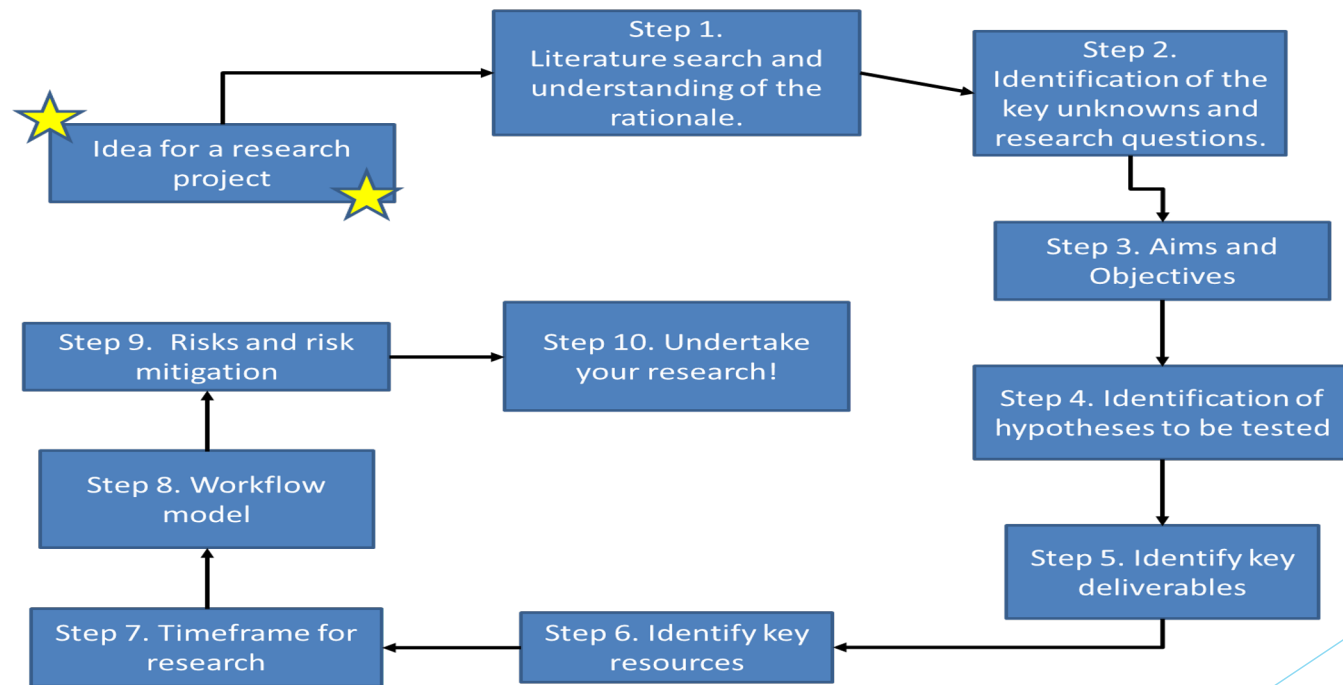


Marketing Research Process

- ▶ Systematic process
 - ▶ Identify the problem
 - ▶ Develop the research plan
 - ▶ Conduct research
 - ▶ Analyze and report findings
 - ▶ Take action



Steps in the Research Process



Defining a Research Problem

- ▶ Be specific
- ▶ Exactly what problem are you trying to solve?
- ▶ What needs to be considered?
 - ▶ Overall business goals
 - ▶ Potential trends
 - ▶ Feedback from consumers
 - ▶ The competitors
 - ▶ Any additional research



Primary and Secondary Research for Collecting Data

- ▶ Primary research
- ▶ Secondary research



Qualitative and Quantitative Research

- ▶ Qualitative research examples
 - ▶ Focus group
 - ▶ In-depth interview
- ▶ Quantitative research examples
 - ▶ Consumer surveys
 - ▶ Questionnaires
- ▶ Mixed methods
 - ▶ Includes both qualitative and quantitative research



Exploratory, Descriptive and Causal Research Designs

- ▶ Exploratory research design
 - ▶ used in studies where very little data is available
- ▶ Descriptive research design
 - ▶ used in studies to understand and describe a specific population
 - ▶ answers what, where, when, and how questions
 - ▶ observations, panels, in depth analysis of other studies
- ▶ Causal research design
 - ▶ used in experimental studies to look for cause and effect
 - ▶ two or more variables
 - ▶ answers the question what changes are needed for products



Analyzing and Interpreting Research Results

- ▶ Properly interpreting data
 - ▶ To determine trends, patterns, or possible correlations
- ▶ Ensuring quality results
 - ▶ By using high quality data
 - ▶ No grey literature
- ▶ Data validity



Conclusion

▶ Unit Two Learning Objectives

- ▶ Explain the strategic importance of marketing research for making marketing decisions
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What's Next?

- ▶ Unit Three: Consumer Behavior

