MKT4415C Seminars in Marketing: Applied Market Research

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Session : Semester II, 2010/2011

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Course Description

Introduction

The digital age has fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. Driven by advances in hardware, software and communications, the very nature of market research is rapidly changing. New techniques are emerging. The increased velocity of information flow enables marketers to respond with much greater speed to changes in the marketplace. Market research is timelier, less expensive, more actionable and more precise ... all of which makes it of far greater importance to marketers.

Applied Market Research is primarily designed for marketing professionals to train them to use market knowledge for day-to-day marketing decisions. It will provide good understanding of many prevalent research techniques and their application.

The course will be taught in an application-oriented fashion through lectures, class discussions and case studies. Students will acquire critical analysis and decision making abilities to prepare them to tackle the marketing and business issues they are likely to confront in a career in marketing.

Modules

The course covers the application of research across following 5 broad areas of marketing:

1. Product
2. Advertising and Brand Image
3. In-Store: Category Management, Price and Promotions
4. Brand Health
5. New Product Launch

Research techniques in each of these areas are rehearsed via theoretical concepts, research methods and case studies.
Assessment

Assessment is based on case studies, tests and participation in class. Students are required to submit analysis of key issues for each of the case studies. In addition, students within teams will be required to analyse one case study in depth and present their analysis to the class.

Case Studies
- Case analysis (individual)  50%
- Case Presentation (team)  20%
Tests (2 Quizzes)  20%
Participation in class (individual)  10%

List of Case Studies
- Fab Detergent Bar
- Bank National: Banking the Affluent
- SuperFresh: Space Management of Breakfast Cereals
- Pluto Airlines $9.99
- Who Moved My Cream?
- Vizag 1990 – launch of a Concentrate Detergent Powder
- Hectomalt
- Hecto Grow

These case studies serve to provide students an understanding of the tools that marketers use to understand their markets and their consumers, and how they respond to some of the challenges confronting them in today’s marketplace.

Course Reading Materials and Documents

Course lectures, case studies and course documents will be posted on to the net.

Supplementary Reading:
- Strategic Brand Management: Kevin Lane Keller (Prentice Hall, 1998 & 2002)
  o Building, Measuring and Managing Brand Equity
- Managing Brand Equity: David A Aaker
  o Concept and definition of brand equity.
- Consumer-Centric Category Management: Nielsen (The Company)
  o Category Management processes. Case examples
  o Relatively advance. Provides good understanding of Econometric and Time Series modelling for practitioners
- Marketing Research: Joseph Hair, Jr., Robert Bush, David Ortinau
  o Basic Concepts and Practices in Market Research
Course Outline

1. Brand, its Equity, Image and Attributes
   - Introduction.
     - Participants expectations from course
     - Course Outline
     - Team formation
   - Brand & Brand Image
   - Conjoint Analysis

2. How Advertising Works
   - How Advertising Works
   - Case Briefing: Fab Detergent Bar

3. Advertising Research
   - Fab Detergent Bar: Case analysis and discussion
   - Ad Pre-test
   - Advertising and Brand Tracking
   - Advisor Installation and training
   - EPIC

4. Brand Equity: Winning Brands
   - Ad Evaluation Exercise
   - Brand Equity and Winning Brands
   - Case Briefing: Bank National - Banking the Affluent

5. Category Management
   - Bank National - Banking the Affluent: Case analysis and discussion
   - Category Management
   - Case Briefing: SuperFresh - Space Management of Breakfast Cereals

6. Price and Promotions Research
   - SuperFresh - Space Management of Breakfast Cereals: Case analysis and discussion
   - Promotions evaluation
   - Price elasticity
   - Case Briefing: Pluto Airlines $9.99

7. Retail Measurement Services
   - Case discussion and analysis – Pluto Airlines $9.99
   - Introduction to Retail Measurement Services
   - Workshop on Basic Business Issues and Analysis
   - Briefing on Case Study: Who Moved My Cream?

8. Business Issues – RMS
   - Who Moved My Cream?: Case analysis and discussion
   - Business Issue: Demand and Supply
   - Business Issue: Sales and Distribution Strategies
9. Sampling, ePC, Consumer Panels
   - Sampling Statistics
   - ePC: Electronic Product Code, RFID
   - Introduction to Consumer Panels
   - Case Briefing – Vizag

10. Innovation
    - Vizag: Case analysis and discussion
    - Delphi – Overall Review
    - Innovation
    - Case Briefing: Hectomalt

11. New Product Launch – Research
    - Hectomalt: Case analysis and discussion
    - Parfitt Collin’s Model
    - Case Briefing: Horlicks Growing Up Milk
    - Qualitative Research
    - Questionnaire Design
    - Course Feedback

12. Course Revision
    - Horlicks Growing Up Milk: Case analysis and discussion
    - Online Research
    - Course Revision