# Marketing Research

## Proff. Sebastiano Grandi-Enrico Fabrizi

**Mod. I – Consumer and Shopper Marketing**

## Prof. Sebastiano Grandi

***COURSE AIMS***

The aims of the course is to analyse the main trends of consumer and shopper behaviour. In particular, focusing the attention on main research models of consumer studies both from behavioural and cognitive point of view. The goal of this course is to create a strong logical and conceptual link between demand change and marketing policies. In this way an important part of the course will focused to an empirical market research with professional partner about shopper marketing. During the lessons the students will have the possibility to listen business case histories directly from marketing and brand managers.

***LEARNING OUTCOMES***

* To give conceptual and analytical instrument for analysing consumer change and trend;
* To analyze the change in consumption patterns in relation to the social and economic context and identify the best shopper and consumer marketing strategies
* To focus on relation between consumer behaviour and value creation processes;
* To improve project and management capacity to realise a consumer market research;
* Comprehension of the consumer decision-making process and of response models to marketing stimuli;
* Expositive capacity and team working.

***COURSE CONTENT***

1. New consumer behaviour models.
2. Consumer decision making.
3. The evolution of consumer research.
4. Shopper marketing topics.
5. Concepts and Theories from Behavioural Sciences.
6. Impacts of consumer changes on marketing policies.

***READING LIST***

R- East-M. Wright-M. Vanhuele, *Comportamento del Consumatore*, APOGEO, 2009 (per i non frequentanti i capitoli da studiare sono 1, 2, 3, 8, 9, 10, 11 e 12).

For attending students the reading list will change during the lessons

***TEACHING METHOD***

Face-to-face lectures will be supplemented with a number of managerial seminars led by leading retailers operating in a variety of sectors. Besides, attending students will be presented with a series of current international case histories to discuss in groups during lectures and for self-study.

Students will be able to participate (at times additional to those foreseen in the official course calendar) in some Business Games organized in collaboration with important industrial and commercial companies. These projects must be carried out in a group, on topical managerial issues and with a final presentation in front of the top management of the companies.

As part of the course, two supplementary teaching laboratories will also be developed on the topics of Corporate Communication and Digital Reputation

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories.

*Attending studends* are considered students prensent in classroom.

For *attending students* the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For *non-attending students* the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

***NOTES AND PREREQUISITES***

Students are expected to have a basic knowledge of marketing.

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.

In any case, you can contact the teacher via email for any need or for an appointment (recommended).

The reception of students is normally held at the teacher's office (or electronically via Teams / Skype), in the Faculty of Economics and Law.

**Mod. II – Statistics for Marketing Research**

## Prof. Enrico Fabrizi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is to provide students with a set of basic statistical tools for designing marketing research and analyzing the data obtained from these researches. Specifically, the course focuses on sample surveys on their analysis.

At the end of the course students should be able to:

* Design a market research based on a sample survey avoiding the main sources of bias and confounding in data collected using questionnaires. Specifically, they should be able to choose between alternative interview channels, preparation of the questionnaire, definition of the sampling method or design of the experiment;
* Analyze the obtained data through adequate statistical techniques: confidence intervals, tests, regression analysis, segmentation techniques;
* Correctly interpret the statistical analyzes that appear in the scientific literature related to marketing, identifying their potential and limitations;
* Present the results of a market research highlighting the most relevant aspects and the scientific scope.

***COURSE CONTENT***

1. The design of a market research. The role of sample surveys in market research.

2. Design of a sample survey. Measurement objectives, choice of survey mode (interviews by letter, in person, by telephone, in a controlled environment, online). Criteria for choosing between alternative modes, questionnaire design.

3. Multi-item measurement scales. Likert scales and semantic differential. Assessment of their validity and reliability

4. Introduction to random sampling. Main random sampling plans. Practical applications in the context of market surveys.

5. Problems of non-coverage and non-response in sample surveys. Prevention, on the field remediation strategies, after data collection correction tools;

6. Preliminary analysis of the data. Estimation of averages and proportions. Exploration of the relationship between variables through double-entry tables, chi-square tests, calculation of correlation coefficients and related tests.

7. Tests and confidence intervals for the comparison of two means, one way analysis of variance;

8. Introduction to regression analysis and elementary segmentation techniques (k-means cluster analysis);

9. Short overview of data management ideas covered in the complementary course on MS Excel. Introduction to the use of BlueSky software for data analysis.

***READING LIST***

M. Mazzocchi, *Statistics for marketing and consumer research*, SAGE Publications, London 2007.

Navarro D.J. and Foxcroft D.R.. [*Learning statistics with jamovi: a tutorial for psychology students and other beginners.*](https://drive.google.com/file/d/1wSttS-IlhRDtlRNUfATYBSERQteg8jh5/view?usp=sharing) *(Version 0.70)*. DOI: [10.24384/hgc3-7p15](https://www.google.com/url?q=https%3A%2F%2Fdoi.org%2F10.24384%2Fhgc3-7p15&sa=D&sntz=1&usg=AFQjCNE-4EwRIXfqzVbVS3H6ynpHIRv32Q)

Textbooks will be integrated by notes and other material distributed by the teacher during lectures.

***TEACHING METHOD***

Frontal lessons supplemented by individual and group work to be discussed in class and by managerial testimony.

***ASSESSMENT METHOD AND CRITERIA***

The exam consists of a written test, including both theoretical questions and problems. Specifically, there are 4 questions/problems. The aim is to verify the students' ability to know how to use notions, concepts and statistical tools introduced in the course to solve problems of planning and analysis of a sample survey. The students who successfully attend the MS Excel complementary short course will benefit of few (3) bonus points. One of the questions in the test can be replaced by an assignment to be worked out during the course.

***NOTES AND PREREQUISITES***

The course requires the knowledge of some basic concepts of descriptive statistics at the level of chapters 1 to 6 of the book: S. Borra-A. Di Ciaccio Statistica. Metodologie per le scienze economiche e sociali.

***OFFICE HOURS***

Office hours are available online in the teacher's personal page, available at http://docenti.unicatt.it/ The teacher receives in the 386 office, III floor of the building of Economics.