MKT 450
Review for Exam One

Notes:

1. Please remember that, because this is a six-credit hour class, this test is the equivalent of two tests in a "regular" class. There is a good deal of material and some of it may be a little difficult to understand, but the amount and difficulty of material is not excessive for the equivalent of two exams. Study twice as hard and twice as long.

2. While I believe the material should be known in detail, I do not believe in quizzing students over long lists. Do not commit a list to memory if it contains more than three parts. For example, I believe asking the three types of data (nominal, ratio, and ordinal) is reasonable. Asking you to list the eight principles for writing questionnaire items is too much.

3. I ask two types of multiple choice questions. The first I call "concept questions." These simply ask you to identify correctly the name or definition of a concept from the material. Concept questions focus on vocabulary and terminology. I believe learning the language of a particular area of study is very important to understanding it as a whole. The second type of multiple choice question I call "application questions." These usually involve a very brief description of some marketing research situation, then ask you to apply or identify some aspect of marketing research in the context of the described situation.

4. The exam will consist of 50 multiple choice questions (worth 1.2 points each, totaling 60 points) and about five or six short answer questions (worth a total of 40 points). Most students complete these exams in about one hour. You will have the entire period to complete the exam.

5. Students who plan to take their exams at the testing center MUST notify me by e-mail at least two days prior to exam day so I can deliver the correct number of exams to the LTC.

1. Introduction
   - my definition of marketing
   - marketing concept
   - fundamental activity of marketing
   - fundamental activities of marketers
   - definition of market

2. Setting Marketing Objectives
   - ultimate objectives: why so-named, recognize examples, know types (absolute, relative, profitability)
   - qualities of good objectives: SMAC acronym, know what each letter means, and details
3. Decision Problems and Data Types

two parts of decision problem of interest to researchers: nature of problem, internal
decision environment

nature of primary data: types of primary data (descriptive, causal, exploratory), which
data collection techniques produce each type of data and whether the data are qualitative
or quantitative (know the difference between qualitative and quantitative data)

nature of secondary data: know what it is, internal versus external sources, uses for
secondary data, problems with secondary data (fit versus accuracy)

nature of syndicated data: know what it is, three basic types (media studies, consumer
panels, scanner data), major commercial providers

4. Research Questions and Conceptual Hypotheses

how to begin formulating general research questions

how the general-implied research question hierarchy works

variables: what they are, my view on observability

hypotheses: difference between conceptual and statistical hypotheses, how to construct a
statistical hypothesis test from a conceptual hypothesis (Know how null and alternative
hypotheses are structured.)

conceptual hypotheses in marketing research: relationship to research questions, how
they prioritize and select research questions, how they guide data analysis

5. Exploratory Research

Know how exploratory research guides and directs larger research studies

focus group interviews

basics: what they are, benefits, disadvantages
issues in planning: recruitment (homogeneity of groups, preferred sampling
procedures, compensation), location of interview (needed equipment, optional
equipment, use of professional facilities)

moderation: question types and their use

depth interviews

basics: what they are and how they differ from focus groups in conducting and
questioning

projective techniques: what they are, why they're used
6. Sampling

important concepts: sample, population, census

nonprobability samples: know what they are, when their use is favored, their main disadvantage, and the main types (convenience samples, quota samples, judgment samples)

probability samples

basic issues: what "random" means, sample frames (including incidence rate, omission, ineligibility, duplication, and grouping)

basic procedures: simple random sampling, systematic sampling (including periodicities)

stratification: what it is, conditions that favor it

clustering: what it is, conditions that favor it

multistage sampling: know what it is, be able to identify it

7. Research Design

Survey Research

characteristics (relatively large samples, self-report, etc.)

methods of administration: researcher administered (in-person, phone), self administered (mail, drop off etc), know the various advantages and disadvantages of each concerning response rate, cost, etc.

nonresponse and nonresponse error: know what nonresponse and nonresponse error are, dealing with not at homes (callbacks), and refusals (experienced interviewers, prenotification, incentives, foot in door and door in face techniques, multiple waves)

Causal Research (Experimentation)

nature of experiments: independent and dependent variables as used in experimentation, cause and effect

experimental validity: what it is, internal versus external validity, protecting experimental validity (lab versus field experiments, random treatment assignments, control groups versus experimental groups, effective planning

Observation (Web Notes Only)

definition of observation research, reason why observation research is difficult to define

ethnography

basics: definition of ethnography, how ethnography in marketing differs from academic ethnography, criticisms, type of data produced

tools of ethnographic research: participant observer, non-participant, supplemental information sources
methodological limitations of ethnography
scanner data
what scanner data are
scanner data in pricing research, scanner data in promotion research, scanner data in product research.

8. Questionnaire Development
   basics: difference between structured (i.e., closed ended) and unstructured (i.e., open ended) questions, how questionnaire items link to implied research questions and conceptual hypotheses
   writing structured questionnaire items
      components of an item: question and scale
      types of data and their properties: nominal, ordinal and ratio (and interval), be able to identify what types of data various questionnaire items produce
      types of structured items: know and be able to write or identify types of items (category scale items, semantic differential items, Likert items, constant sum items, checklist items, yes/no items), know which I dislike and why
      item development principles: understand the development principles and be able to identify violations of them
      indirect versus direct measures: distinguish between two, know relationship to observable and unobservable variables
      critical incident questioning: what it is, when it's used, advantages, disadvantages
      questionnaire construction
         introduction (importance, what should be included)
         order of items on questionnaire
      validity: know what it is, relationship to reliability, role of multi-scale items
      reliability: know what it is, relationship to validity, how to assess (test-retest, equivalent forms)

9. Reporting Research Results
   basic parts to a research report
   know what letters of transmittal and authorization are
10. **Central Limit Theorem (CLT)**

Know the two powerful assumptions the CLT permits us to make:

assumption of normality (Know what the assumption states and what it means. Know what a distribution of sample means is and how one is created).

assumption of equal means (Know what the assumption states and what it means).

Know the two requirements that must be met for the CLT to apply (n at least 30, random sample)

Be able to explain why the CLT is important.