

FALL 2008 - APPLIED SOCIAL RESEARCH IN MARKETING I - SYLLABUS
Sociology 734 Section E6R2A Course 1665 Powdermaker 302

Course Objectives

This class represents the first half of a two-part series on the applications of survey research to the market and commercial research industries. In this semester, the focus will be on developing and executing survey research designs.

Required Reading

Floyd J. Fowler, Jr., Survey Research Methods, Third Edition.

Additional mandatory readings will be distributed in class. Students are expected to read all assigned and participate in class discussions. These reading assignments are in addition to projects and exams.

Make-up Exams

There is no make-up provision. Students are expected to complete assignments and exams on time.

1. 8/28 ***Class overview***

- Course outline
- Industry background
- Ethics

Must assignment for next class: Read chapters #1, #4 and #9

2. 9/4 ***Introduction to quantitative research***

- Fundamental differences between qualitative and quantitative research
- In-class exercise: match client objectives to approach
- Quantitative data collection methods

Must assignment for next class: Using the “Public Opinion Quarterly”, prepare a short, 5-minute presentation on a current *data collection* concern

3. 9/11 ***Current issues with data collection methods***

- Student presentations and discussion
- In-class exercise: match client objectives to approach
- Field-trip requirements

Must assignment for next class: Finish in-class exercise and decide on field trip

4. 9/18 ***Basic design elements***

- Non-experimental, quasi-experimental and true experimental designs
- Design error
- In-class exercise: match client objectives to approach
- Discuss field trip plans

Must assignment for next class: Read chapter #2

5. 9/25 ***Sampling***

- Probability and other sampling designs
- In-class exercise: match client objectives to approach

Must assignment for next class: (1) Prepare a matrix matching data collection designs to sampling methods (2) Prepare any questions you have about exam #1

6. 10/2 **Review**
- Review student matrices
 - Address student questions about upcoming exam
 - Explain end-of-year project/presentation requirements
- Must assignment for next class: Study for exam #1**
- 10/9 **Class does not meet – holiday**
7. 10/16 **Exam #1**
- Must assignment for next class: (1) Read chapters #5 and #6 (2) Decide on project**
8. 10/23 **Questionnaire development**
- Rules, question types, layout, theory
 - In class exercise: match client objectives to approach
 - Discuss project plans
- Must assignment for next class: Read chapter #7**
9. 10/30 **Field trip**
10. 11/6 **Data collection**
- Staffing, training, supervision, quality controls
 - Updates on projects
- Must assignment for next class: Read chapter #8**
11. 11/13 **Data processing I**
- Editing, coding and data cleaning
 - Updates on projects
- Must assignment for next class: Finish draft of project**
12. 11/20 **Data processing II**
- Precoding and tabulation language
 - Reading and checking computer tabs
 - Updates on projects
- Must assignment for next class (1) Finish trip assessment and final project (2) Prepare any questions you have about exam #2**
- Must assignment for next class: Finish draft of project**
- 11/27 **Class does not meet – holiday**
13. 12/4 **End-of-year projects I**
- Student presentations and discussion
 - Address student questions about upcoming exam
14. 12/11 **End-of-year projects II**
- Student presentations and discussion
 - Address student questions about upcoming exam
15. 12/18 **Exam #2**

Grades

Exams	50%
End-of-year project/presentation	25%
Class participation, including discussion on peer end-of-year projects	15%
Field trip assessment	10%