

## **JOUR 829: Marketing Communications Research**

Time and place: Wednesdays, 7:10–9:40 p.m. (Spring 2017), Regnier 352

Instructor: Peter Bobkowski, Ph.D.

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Office hours (in Lawrence): Th 2:30–3:30 p.m. or by appointment (email, phone, etc.)

### **Course Objectives**

After completing this course, students will:

1. Understand how research can contribute to the success of an organization's marketing plans and strategic communication processes.
2. Understand the steps necessary to plan and implement a research project.
3. Be able to identify, gather, assess and report on secondary and primary sources of information.
4. Be able to use the appropriate channels and methods to communicate research results to a variety of audiences.

### **Course Description and Outline**

This is a class about planning, conducting, evaluating, and communicating research. It is an applied class, which means that you will apply everything you learn in readings and discussion to our client's real-world research problem. It is through our class discussions and the application (and reapplication) of research theory to "real-world" research that we will learn about conducting, evaluating, and communicating research.

Weeks 1 – 4:	Research Objectives + Secondary Research
Weeks 5 – 6:	Surveys
Week 7:	Qualitative Research
Weeks 8 – 9:	Primary Research
Weeks 10 – 11:	Analysis
Weeks 12 – 15:	Research Reports and Presentations
Week 16:	Presentation to the Client

### **The Google Docs Folder is Your Home Base**

All weekly readings and assignments will be posted in the appropriate Google Doc. These documents contain assignment instructions and links that lead to instructional videos, readings, working drafts, etc. These documents will evolve as the semester progresses. It is imperative that you check them often.

## **Assignments and Grading**

Assignment instructions will be posted in the respective Google document. instruction When appropriate, please post weekly assignments in the appropriate Google doc by Thursday morning. I will grade what you post before class on Thursday evening.

You will be evaluated on the following assignments. Grades will be posted on Blackboard.

- Secondary research, round 1 (due Jan. 25 in class) (20 pts.)
- Secondary research, round 2 (due Feb. 1 in class) (20 pts.)
- Secondary research, round 3 (due Feb. 8 in class) (20 pts.)
- Survey questions (due Feb. 15 by 9 a.m.) (20 pts.)
- Secondary research synthesis (due Feb. 15 in class) (20 pts.)
- Survey reading group discussion leading (Feb. 22 in class) (10 pts.)
- Qualitative research ideas (due March 1 in class) (10 pts.)
- Primary research tasks: To be determined during the semester
- Quantitative analysis (due April 5 by 9 a.m.) (20 pts.)
- Qualitative analysis (due April 12 by 9 a.m.) (20 pts.)
- Research report example (due April 12 in class) (10 pts.)
- Report, script, and slideshow drafts (due April 19 in class) (20 pts.)
- Final presentation script (presenters only) (due April 26 in class) (100 pts.)
- Final presentation slideshow (slideshow designer) (due April 26 in class) (100 pts.)
- Final report writing and editing (writers only) (due April 26 or May 3 in class) (100 pts.)

## **Group assignments**

Because of the evolving nature of the research project we will be working on in this class, this syllabus and the course Google Docs do not contain information on all of the assignments. As the semester project progresses, more information about assignments will become available.

Some assignments may have group-specific goals, expectations, and due dates which will be agreed upon within individual groups. These group-specific goals, expectations, and due dates may not be posted in these class documents. Each group member will be responsible for understanding what the group's expectations are for him or her, and what the group's deadlines are.

## **Client confidentiality**

Because we will be working with a business client, you will be asked to keep confidential any privileged information pertaining to the client's business practices. Keep in mind that the work we're doing in class is not just a class assignment. The potential mishandling of the information with which we are being entrusted will impact our client, each of us in the class, and similar future partnerships between KU and businesses.

## **Key dates**

Make note of these dates in your planner:

- March 22: Spring break, no class
- May 10: Mandatory final presentation to the client

**In class on January 18**

## **Introductions, objectives, syllabus**

### **Grading expectations**

### **Client and research problem(s):**

Our client is SouveNEAR.

The client's research questions are:

1. Who is the SouveNEAR customer?
  - Is there a general demographic profile of someone who expresses an interest in the SouveNEAR vending machine? Is there a profile of someone who makes a purchase? If so, what are these demographic profiles?
2. What motivates customers to purchase? What barriers stand in their way?
  - Is there anything about the products, product mix, packaging, messaging, price points, vending machine experience, etc., that motivates or de-motivates customers to make a purchase?
3. What happens after the purchase?
  - How satisfied are the customers who made the purchase? How satisfied are the gift recipients?

## **The research process**

### **Exploratory research**

What strategies did we use to conduct exploratory research?

What do we know about SouveNEAR?

### **Secondary research: Database search terms**

If we search for “SoueveNEAR” in a database, we will get exactly zero results. What are some search terms that may be more helpful?

### **Secondary research: Databases to search**

ABI/Inform Collection (trade publications)

Business source complete

Google Scholar

IBISWorld (market, segment analysis)

Mintel (consumers)

### **Other sources?**