



Montague – CTE Scholars

Alina Sorescu

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TEXAS A&M
UNIVERSITY

Bringing the most current, real world applications to the classroom

Course content for an undergraduate marketing research course

Theory based, but rooted in today's requirements of the marketplace

Focus on most recent trends and tools used in market research.

Social technologies:

- Blogs, wikis, podcasts, RSS feeds, virtual realities such as Second life

Qualitative data collection and analysis

- With an introduction to most recent software, such as Nivo 8

Interactive ways to conduct market research

- Online surveys, focus groups and blog scanning

Analytics

- Hands on analysis of marketing research data, conducted in the lab and in homework assignments



Examples of real world HBR case studies that we discuss in class:

- The Juice Guys
- Harrah's Entertainment Inc.



Databases that the students become familiar with through class exercises, homework assignments and a team project:

US Population Census

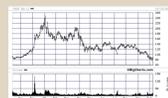
Skills acquired:

- Ability to use large demographic databases
- Ability to zoom in and obtain demographic data at a disaggregated level, such as the block level
- An understanding of the range of demographic data and how this data can be used in market research

US Economic Census

Skills acquired:

- Ability to zoom in and obtain industry level data at a disaggregated level, such as the zip code level
- An understanding of the range of industry level data and how this data can be used in market research



ProductScan

Skills Acquired:

- Ability to conduct competitive analysis by analyzing the product offering of firms in the consumer packaged goods industries

WRDS

Skills Acquired:

- Ability to access, download and analyze financial information for all publicly traded US firms



Business Source Complete

Skills acquired:

- Ability to search thousand of business journals and magazines for relevant information
- Ability to conduct focused searches and ways to sort effectively through large information pools

Hands on training through group work

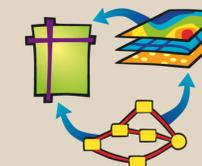
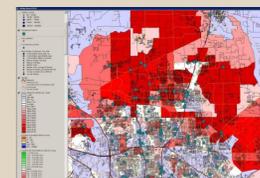
The most important part of the course is a team project where groups of students set a research objective, design a data collection plan, collect and analyze the data to solve a problem in the marketplace. This "learn by doing" component of the course has been constantly rated as one of the most useful learning experiences that the students experience in MKTG 323.

The students design and conduct a focus group, collect and analyze secondary data, design, distribute and analyze questionnaires, and put everything together to offer qualitative and quantitative insights into a business problem or opportunity.

Some of the topics that the students studied in group projects are:

- Is there enough demand for a dollar movie theatre in College Station?
- What can Texas Roadhouse do to alleviate the aggravation patrons experience when they wait for a table on busy nights?
- Should the Northgate Freebirds offer delivery?

The Montague grant allowed me to purchase individual student subscriptions to the ESRI database, a database of geodemographics



The students will now be even more versed in applications of secondary data to market research.



A letter that a student sent me after she started working:

Dear Dr. Sorescu,

My name is Whitney Henderson, and I was privileged to have you as a marketing research professor during the 06-07 school year. I apologize for it being an entire year later that I am sending you this email. However, I owe you a HUGE thank you for the impact you had on my student career at Mays.

Last summer, I interned at ConocoPhillips in their marketing department. Little did I know, my entire summer would be spent on a marketing research project. Had it not been for you and the knowledge you gave to me, I never would have been able to complete that project! Your passion for marketing research and willingness to contribute to your students got me excited about marketing research and enabled me to complete a successful internship!

I am very pleased to say that my supervisor informed me that they had yet to have an intern that was as knowledgeable about marketing research, and I completely give 100% of that credit to you! Texas A&M is blessed to have professors such as you. Your enthusiasm and dedication are obvious, and a simple email really isn't enough to thank you for the impact you had on my education there! However, I did not want to move on into the next chapter of my life without letting you know you are appreciated and will always be remembered! So thank you Dr. Sorescu!

Sincerely,

Whitney Henderson
TAMU Class of '08

Plans for the future

Continue to update the course to reflect the most recent developments in the marketplace. Adopt the Second Life virtual reality as a teaching aid and teach business applications in the new interactive medias. Continue to emphasize the analytic skills that offer a competitive advantage in the marketplace.



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