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Marketing Research: Methodological Foundations

Dr. Dawn Iacobucci, Dr. Gilbert A. Churchill Jr.

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Marketing Research: Methodological Foundations Dr. Dawn Iacobucci, Dr. Gilbert A. Churchill Jr. For all the talk of “big data” and “marketing analytics”—it all starts here—you’ve got to know how to get data and what to do with data once you’ve got them. The text, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, by Dr. Dawn Iacobucci and Dr. Gilbert Churchill is recognized as the perennial authority and it continues to be the lead marketing research text in the industry. MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, ensures that students will develop a strong conceptual as well as practical understanding of marketing research. The book's thorough coverage of the six stages of the research process provides a solid marketing research framework while addressing topics and tools of emerging importance. With its proven applications, clear presentation, and variety of timely cases, MARKETING RESEARCH: METHODOLOGICAL FOUNDATIONS, 11th edition, serves as an exceptional learning tool for today's learners (MBAs, EMBAs, and advanced undergrads) and an invaluable reference tool for professionals throughout their careers. Chapters: 1) Marketing Research: It’s Everywhere!; 2) Alternative Approaches to Marketing Intelligence; 3) The Research Process and Problem Formulation; 4) Research Design, Exploratory Research, and Qualitative Data; 5) Descriptive Research; 6) Causal Designs; 7) Data Collection: Secondary Data; 8) Data Collection: Primary Data; 9) Questionnaires and Data-Collection Forms; 10) Attitude Measurement; 11) Sampling Procedures; 12) Sample Size; 13) Collecting the Data: Field Procedures and Non-sampling Errors; 14) Preprocessing the Data, and Cross-Tabs, Chi-Square and Related Indices for Cross-Tabs; 15) Data Analysis: Basic Questions, Quick Stats Review; 16) Data Analysis: Examination of Differences, Analysis of Variance; 17) Data Analysis: Investigation of Association, Conjoint Analysis; 18) Multivariate Data Analysis; 19) The Research Report; Epilogue. Each section of the book also has several hands-on cases, each chapter has “Ethical Dilemmas” for classroom debate, and “Research Realities” to see real-world applicability. Each chapter ends with questions and applications to further students’ learning. Instructors should email the first author for additional materials: data, slides, etc.

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