

National Research University - Higher School of Economics

Faculty of World Economy and International Affairs

Course Syllabus and Description

International Market Research and Analysis

Master of International Business Program

38.04.02 Management

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International Market Research and Analysis

THE COURSE IS AVAILABLE ONLY FOR MIB STUDENTS

COURSE DESCRIPTION

Prerequisites:

International Marketing

International Business Research

Student should be capable of doing basic Excel analysis and producing a basic PowerPoint presentation/ report.

Course type: elective

Abstract: Analysis of a market or a target consumer bears relevance far beyond academic domain of Marketing Research science or Marketing departments. It is equally relevant for any mission requiring collection of any information about mass patterns of human behavior, thus may be also relevant in domains of Politics, HR, Health Care, Social Security, Crime, behavior of investors and many others. The course also gives relevant basics of statistical analysis, which are then immediately applicable in analysis of any normally distributed data set resulting from human activity (i.e. logistics data, financial markets behavior, etc.)

This course will be of interest to anyone who is planning to work for a multinational company, launching, expanding and managing products into a new market. Beyond giving a broad overview of common business practices in collecting data about a market or a target audience, the course will focus on practical operational skills required for independent planning, executing and presenting results of marketing research. The course closely imitates flow of pre-product launch marketing research project in a typical corporation and features desktop, qualitative and quantitative methods.

LEARNING OBJECTIVES AND OUTCOMES

Provide the graduating class of students with hands-on, practical experience in finding out what respondent (be it a consumer, recruiter or electorate) really thinks and what would make him or her change mind.

By the end of the course students should be able to demonstrate the following skills

General business management

- Work in a typical team in a multinational company on a joint project
- Run basic independent open-source data collection on a target market or audience
- Provide management with basic data analysis and structured recommendations
- Put together a basic business report in a common modern PowerPoint format

International Marketing Research

- Be able to convert business need into research tasks and agency briefs
- Formulate collection and research plans
- Plan and run fieldwork
- Tabulate, clean and validate data
- Convert raw data into actionable commercial insights
- Avoid major methodological mistakes and be able to identify false and deceiving statements in reports of others
- Present and defend own point of view

COURSE PLAN

1. Why do Marketing Research
2. How to formulate research objectives
3. Research types and general design considerations
4. Desk Research (pre-work phase)
5. Qualitative Research: Understanding Consumer
6. Qualitative Research: Observing Shopper
7. Quantitative Research: Scoping and Planning Output
8. Quantitative Research: Sampling and Questionnaire design
9. Quantitative Research: Fieldwork

10. Quantitative Research: Data tabulation, cleaning and validation
11. Analysis and recommendations
12. Reporting and defending your PoV
13. Careers in Marketing Research

Hours split

Topic	Lectures	Seminars	Total class hours	Self study hours	Total hours
Why do Marketing Research	2	1	3	6	9
How to formulate research objectives	2	2	4	6	10
Research types and general design considerations	2	2	4	7	11
Desk Research (pre-work phase)	2	2	4	7	11
Qualitative Research: Understanding Consumer	2	2	4	7	11
Qualitative Research: Observing Shopper	2	2	4	7	11
Quantitative Research: Scoping and Planning Output	2	2	4	7	11
Quantitative Research: Sampling and Questionnaire design	4	2	6	7	13
Quantitative Research: Fieldwork	4	2	6	7	13
Quantitative Research: Data tabulation, cleaning and validation	4	2	6	7	13
Analysis and recommendations	2	2	4	7	11
Reporting and defending your PoV	2	2	4	7	11
Careers in Marketing Research	2	1	3	6	9
Total hours	32	24	56	88	144

READING LIST

Instructor's lecture notes

Smith, M.S., Albaum, G. S. (2012). *Basic Marketing Research: Volume 1&2 Handbook for Research Professionals*. Qualtrics Labs, Inc. ISBN 978-0-9849328-1-8

Malhotra, N.K., Birks, D.F. (2005) *Marketing research. An applied approach*. 2nd European Ed. Prentice Hall. ISBN 0 273 69530 4

GRADING SYSTEM

20% - course participation

20% - attendance

60% - team project

GUIDELINES FOR KNOWLEDGE ASSESSMENT

Chronologically the course is going to be structured along the flow of a typical marketing research project in a multinational. The meetings are going to run in a series of interactive discussions with the instructor. In the second half of the project Students will work in groups of 4-6 people imitating a Marketing Research Department's team. Teams will select an existing product and a target country and will run a mini project designing, planning and running the agreed research plan including fieldwork and results presentation. The classes will focus presentations of own findings and discussions with other teams, imitating stages of real progress review meetings and business reviews.

Instructor

Vyacheslav Buyevskiy is a Director in PwC Strategy & Operations practice.

Vyacheslav's main field of expertise is related to Marketing and Sales in retail and FMCG industries, where he focuses on marketing strategy, shopper behavior, product management and growth strategies. Apart from Russia, he worked and advised clients on Marketing and Sales strategies in United States, Germany, Norway, Poland, Ukraine and Kazakhstan in as diverse range of industries as Banking, FMCG, Retail, Pharmaceuticals, Telecom, Metals and Media.

Prior to PwC, he lead consulting unit of IMS Health – world’s leading Pharmaceutical Marketing Research consulting and worked at McKinsey & Company where he was part of Marketing & Sales expert group.

Before joining consulting he was a Brand Manager and Marketing Researcher at P&G, managing one of the largest FMCG brands in the country. Vyacheslav holds summa cum laude B.A. in International Economic Relations from Kharkiv National University and did advanced graduate studies in Social and Industrial Psychology at New York University and is an expert in cognitive and behavioral research design and statistical analysis.