MKTG 8930-001 – Advanced Research Methods
Spring Semester, 2019
3.0 Credit Hours

Instructor: Daniel L. Sherrell, PhD
Class: Wednesday, 1:00 – 4:00pm, FCBE 365
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Office Hours: 10:00am – 1:00pm, Tuesday
10:00am – 12:00pm, Wednesday
Other times by appointment

Course Overview:
This course is intended for doctoral students learning to design and conduct independent, empirical research for publication in scholarly journals. MKTG 8930 is designed to cover a variety of research issues using a seminar format. This course will focus specifically on the topics of validity; research design; statistical experimental design; and measurement scale development/analysis. Students will be provided with the opportunity to gain experience in each of these topic areas through individual discussion, homework, and class presentation. Individuals completing this course should possess the training to conduct independent research concerning relevant conceptual questions of interest to their particular discipline.

Pre-Requisites/Co-Requisites:
SCMS 8540 or equivalent

Course Description:
Detailed coverage of topics relevant to conducting research in behavioral sciences, particularly marketing, including sampling techniques; experimental design concepts (blocking designs, multi-factor, use of repeated measures); development and evaluation of measurement instruments; application of multivariate techniques to marketing problems. PREREQUISITE: SCMS 8540 or equivalent.

Required Texts (and Related Materials):