

UCI Syllabus/Class topics

Date	Topics			Homework	Discussion
16-May	Administration	Class overview	Vocabulary	Topic/team	
17-May	Proposal detail/CPM	Marketing Information System/DSS	Research Process/Intro secondary data	Emin Ishikli article	Topic review/edit
20-May	Internet/Management Obj.	Google/Analytics	3 types of data/Errors in design	Google video	Analytics discussion
21-May	Secondary data sources	Secondary data	Secondary data case study	Topic/Obj./Quest	Manag. Obj/researchable quest
22-May	Focus groups	Measurement	FG script	FG Script	Topic/Obj./Quest
23-May	Experimental data	Sampling	Quantitative research	Midterm	FG discussion
24-May	Questionnaire process	Direct/indirect/Structured/unstruct.	Quest review/Proposal example	Obj/Quest/Background	Midterm Discussion
28-May	Questionnaire review	Scaling	Scaling	Questionnaire	
29-May	Significance testing	Analysis	Open questions	Finalize proposal	Questionnaire discussion
30-May	Proposal presentations			Final	