

Comparison: Textbook Media Marketing Research Textbooks

The Essentials of Marketing Research 4e – Silver, Stevens, et al. Previous editions published by Routledge.

The Silver et al. book provides condensed coverage of marketing research and is designed for instructors who want students to conduct a marketing research project with an actual client (non-profit or small business). This works well for instructors who prefer a short case approach with emphasis on case analysis – the textbook becomes a support tool. Specific features:

- Concise, approximately 450 pages with 14 short chapters followed by 24 mini- cases.
- Book written from an applied perspective intended for use by students who will conduct marketing research with an actual client.
- Shorter, condensed discussions of marketing research topics helping students develop and test their research and analytical skills.
- 24 short mini-cases that can be assigned to students. Many have SPSS data sets and SPSS application exercises.
- Chapters include “Research Project Tips” designed to help students who will be conducting a research project with an actual client.
- Provides an example of a research report.

Principles of Marketing Research 2e – Clow and James. Previous edition was published by Sage.

The Clow/James book provides deeper coverage of marketing research topics. It works well for instructors who want students to learn the concepts of marketing research and how to analyze research data for decision-making. The chapter-by-chapter review of SPSS, graphing, and statistics allows students to build skills and confidence in marketing research through the entire semester. The SPSS data sets and blog provide instructors with additional resources for hands-on student learning. The goal is for students to understand how to interpret marketing data to apply it in management decisions. The book is also ideal for online marketing research classes because of the online support of YouTube videos on major topics, the blog, and SPSS data sets with instructions.

- Longer, 530 pages with 14 comprehensive chapters that include an EOC comprehensive case.
 - End-of-chapter summaries written for each chapter learning objective, allowing for overview of chapter content.
 - End-of-chapter glossary of key terms that help students learn research terminology.
 - Comprehensive research study conducted by a team of students (Lakeside Grill) that illustrates a semester-long project and application of each chapter’s content.
 - Numerous graphs, charts, and figures to summarize and illustrate chapter content.
 - Statistics review in every chapter that reviews statistical concepts students learned in previous statistics classes.
 - Section on graphing in each chapter to help students master graphing techniques and learn how to create good graphs.
 - SPSS data sets for each chapter for students to learn SPSS so they are comfortable with the software by the time they reach the data analysis section of the book. Emphasis is on interpreting SPSS for decision-making, not on understanding statistical procedures and calculations.
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