

Course Syllabus and Schedule

- Instructor:* Professor Raghu Iyengar
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- Administrative Coordinator:* Kimberlynn Taylor, (215) 898-8243, ktaylor@wharton.upenn.edu
- Office Hours:* Tuesday/Thursday 1:30pm-3:00pm, and by appointment
- Required Text:* Lehmann, Gupta, and Steckel (LGS)
Marketing Research (1998), Addison-Wesley (**ISBN:** 0321014162)
- Required Bulkpack:* Please obtain. There are cases and assigned readings.
- Required Software:* SPSS, although you can use your favorite Statistics Package if you wish.
- Course Website:* Webcafe
- Group Assignments:* (i) There will be 6 group assignments due during the semester.
(ii) All assignments are due **hard-copy in class** and will be returned in class within two weeks following the assignment due date.
(iii) Group formation is discussed below.
(iv) The due dates of the group assignments are as follows:
Assignment 1: Due January 19th, 2006
Assignment 2: Due February 7th, 2006
Assignment 3: Due February 21st, 2006
Assignment 4: Due March 16th, 2006
Assignment 5: Due April 4th, 2006
Assignment 6: Due April 18th, 2006
(v) Assignments will be emailed to the class and posted on Webcafe on the day that they are “handed out”.
- Guest Speakers:* I will have 3 Guest Speakers during the semester.
- Final Examination:* Takehome examination. Exam will be posted on Webcafe.

You will have three hours to complete the final examination. It is open-book, open-notes. You must complete the exam in a single contiguous three-hour time period. The honor code applies. Do not speak to anyone about the exam until after the due date has passed.

Overview and Objectives

The goal of the course is to familiarize students with the fundamentals of Marketing Research. Marketing Research involves developing research questions, collecting data, analyzing it and drawing inferences, with a view to making better business decisions. To this end the course is organized into two basic parts: (1) Data Collection and Research Design, and (2) Tools and Applications of Market Research. In essence, this is an Applied Statistics course where we focus on inference from Marketing Research data.

Course Materials and Approach

In the course we will use a variety of readings, cases and computer-based exercises. The most important readings and complete list of cases are contained in the course bulkpack. Lecture notes and additional handouts will be made available throughout the semester. The readings are designed to introduce marketing research concepts and principles. Cases will allow us to examine, in detail, the application of particular marketing research approaches and techniques. For all of the cases in the course, I will provide you with a set of questions to help focus your preparation.

The computer and data-based exercises are designed to give you “hands-on” experience with marketing research analyses. Thus, the course is designed to help you become an intelligent consumer and producer of marketing research.

Course Software

Statistical analyses in lecture will be demonstrated using the SPSS statistical software package. SPSS is a menu and command driven statistical analysis package. You are not required to do your assignments in SPSS; however, I can't promise you quality support if you choose a package that I do not know.

Assessment

Your final grade in the course will be based on class participation (case preparation and general contribution), written assignments, and a final examination. The evaluation is as follows:

A. Class Participation	10%
B. Group Assignments	50%
C. Final Examination (individual)	40%

Please note that no late assignments will be accepted. All written work is due on the specified date. The due dates for the assignments are listed on the course schedule. A more detailed outline of the evaluation procedure and requirements for A through C is included at the end of this document. Please refer to this detailed section before preparing for each assignment.

Group Formation

Students must organize themselves into **groups of 4** in order to do the group assignments. You are required to email me the names of the persons in your group by **Friday, January 13th, 2006; 5:00pm EST**. If I do not receive an email containing your group assignment by then, I will assign you to a group. The group assignments will be emailed to you by Sunday, January 15th so that you can begin the first assignment.

Schedule of Class Meetings

<i>Lecture #</i>	<i>Date</i>	<i>Topic, Readings, Cases</i>	<i>LGS</i>
1	Jan 10	<u>Course Introduction and Research Design</u> BP 2: <i>READING</i> : “Marketing Research” BP 3: <i>READING</i> : “‘Backward’ Market Research”	Ch. 1, 3
2	Jan 12	<u>The Value of Marketing Research</u> BP 4: <i>READING</i> : “The Value of Information”	Ch. 2 + Appendix
Assignment # 1 Handed Out on January 12th			
Group Assignments Due on January 13th, 5:00pm EST			
3	Jan 17	<u>Secondary and Standardized Sources of Marketing Data</u> BP 5: <i>READING</i> : “Cost Conscious Marketing Research” BP 6: <i>READING</i> : “Getting the Most ...”	Ch. 4
4	Jan 19	<u>Primary Data Collection</u> <u>Focus Groups</u>	Ch. 5
Assignment # 1 Due on January 19th			
5	Jan 24	<u>Causality and Experimentation</u> BP 7: <i>READING</i> : “Causal Inference” BP 8: <i>READING</i> : “EDLP, Hi-Lo and Margin ...”	Ch. 6
Assignment # 2 Handed Out on January 24th			
6	Jan 26	<u>Questionnaire Design, Measurement, and Scaling</u>	Ch. 7, 8
7	Jan 31	<u>Questionnaire Design, Measurement, and Scaling, and Sampling and Sample Size</u> BP 9: <i>READING</i> : “Nonsampling vs. Sampling ...”	Ch. 9
8	Feb 2	<u>Marketing Research in The News</u>	
9	Feb 7	<u>Fundamentals of Data Analysis</u>	Ch. 11
Assignment # 2 Due on February 7th			
10	Feb 9	<u>Hypothesis Testing</u>	Ch. 12 (p. 420-431)
Assignment # 3 Handed Out on February 9th			

11	Feb 14	<u>Regression Analysis I</u> BP 10: <i>READING</i> : “Forecasting with Regression Analysis” BP 11: <i>READING</i> : “Four steps to Forecast..” BP 12: <i>READING</i> : McKinsey Staff Paper	Ch. 13 (+ Appendix)
12	Feb 16	<u>Guest Speaker # 1</u>	
13	Feb 21	<u>Regression Analysis II + ANOVA</u> BP 13: <i>READING</i> : “Using a Natural..” BP 14: <i>CASE READING and PREPARATION</i> : Nopane Advertising	
Assignment # 3 Due on February 21st			
14	Feb 23	<u>Logistic Regression</u> Reading: To be handed out	
15	Feb 28	<u>Conjoint Analysis I</u> BP 15: <i>READING</i> : “New way to measure ..” BP 16: <i>READING</i> : “Commercial Use of ...”	Ch. 14
16	Mar 2	<u>Conjoint Analysis II</u> BP 17: <i>CASE READING and PREPARATION</i> : Clark Materials	
Assignment # 4 Handed Out on March 2nd			
17	Mar 14	<u>Incomplete Data Methods</u>	
18	Mar 16	<u>Guest Speaker # 2</u>	
Assignment # 4 Due on March 16th			
19	Mar 21	<u>An Intro to Time Series</u> BP 18: “What Marketing Scholars”	
20	Mar 23	<u>Market Segmentation and Profiling</u>	Ch. 15
Assignment # 5 Handed Out on March 23rd			
21	Mar 28	<u>Customer Value Analysis</u>	
22	Mar 30	<u>Factor Analysis I. (Scale Construction)</u>	Ch. 16
23	Apr 4	<u>Guest Speaker # 3</u>	
Assignment # 5 Due on April 4th			

24	Apr 6	<u>Factor Analysis II (A Complete Analysis)</u> Assignment # 6 Handed Out on April 6th	
25	Apr 11	<u>Multidimensional Scaling</u> BP 19: <i>READING</i> : “Perceptual Mapping: A Manager’s ...”	Ch. 17
26	Apr 13	<u>Discriminant Analysis (Credit Scoring)</u>	Ch. 18
27	Apr 18	<u>Case Discussion</u> BP 20: <i>CASE READING and PREPARATION</i> : Ocean Spray Cranberries, Inc. (A) and (B) Assignment # 6 Due on April 18th	
28	Apr 20	<u>Course Summary and Wrap-Up</u>	

Assessment Details

A. Contribution to Class Discussion (10%)

Every session of the course will involve interaction in the form of class discussion. I expect each class member to be prepared at all times to comment in any class session. To reinforce this expectation, I will “cold call” throughout the ensuing discussion.

Some class sessions in this course follow a case discussion format. The assigned cases are intended to give you practice in assembling data to support a decision. Further, the case method provides a vehicle by which to apply the theories, concepts, and analytical techniques discussed in a class or in the reading materials. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

Keep in mind that your grade for class participation is not simply a function of the amount of "air time" you take up. In general, I will evaluate you on how well you respond to questions and on how effectively you take into account the comments and analyses of your classmates. In order to obtain a grade for class participation you must attend the class sessions and contribute meaningfully.

B. Group Assignments (50%)

The assignments will be emailed and put in Webcafe. There will be six assignments, each of equal value addressing the following six topics:

- (1) Expected Value of Information and Analyzing Secondary Data Sources
- (2) Survey Design and Implementation
- (3) Regression and Forecasting

- (4) Conjoint Analysis, Time Series Methods, and Missing Data
- (5) Market Segmentation
- (6) Factor Analysis and Customer Lifetime Value

C. Final Examination (40%)

It is open-book and open-notes. The schedule of the final examination is that it will be posted on webcafe the last day of class and due roughly 10 days later. We will discuss this in detail at the end of the semester.