Administrative details

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Administrative
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Office Hours: Flexible, by appointment

Reading Material: Required: Course packet
Aaker, Kumar and Day (AKD)
Marketing Research (9th Ed., 2007), Wiley (**ISBN:** 978-0-470-05076-7)

Software: Required: SPSS, "Graduate Pack" version 16,
available at http://www.e-academy.com/

Website: https://webcafe.wharton.upenn.edu/eRoom/mktg/212-sp08

Additional material and announcements will be posted via Webcafé.

Overview and objectives

This course provides you with the skills and tools needed to understand and evaluate marketing research. Marketing research involves developing research questions, data collection, analysis and inference, all with a view to making better marketing decisions. Marketing research is vital in the assessment of new business opportunities, go-no go decisions for new products, pricing and product design issues, among other business issues. The course comprises two parts: (1) Data Collection and Research Design, and (2) Marketing Research Tools and Applications. The course is designed to help you:

- Gain familiarity with the process and content of marketing research
- Develop experience in the application of specific tools (e.g., regression, factor analysis, multidimensional scaling) to address pervasive marketing problems
- Create a forum (both written and oral) for presenting and defending research-driven recommendations and critically examining and discussing those of others

This is a hands-on course likely to be of use to anyone pursuing a career in entrepreneurial ventures, management consulting, venture capital, as well as more traditional marketing and management roles.

Course materials and organization

The course readings packet contains selected cases and other required readings. Additional material will be distributed as needed and we will use the class website as a clearing house for current articles. The required text is an important reference for much of the key material.

Assessment

Your final grade in the course depends on the following components.
1. Class Participation   10%
2. Group Exercises (6 in total)   50%
3. Final Exam   40%

1. Class Participation. The benefit that you will derive from the course depends in large part upon the extent to which you expose your own viewpoints or conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding as well as an opportunity to suggest examples that demonstrate your knowledge of the material. You will benefit most from this course if you read all of the cases to be discussed and come to class with comments or questions that you think will be interesting to the class. If you must miss a class, please email me in advance (**abonfrer@wharton.upenn.edu**) so that you do not lose credit for class participation. Please try to remember to bring your name cards to class (at least for the first weekend).

2. Group Exercises. Each group will be required to complete six equally weighted assignments (these will be distributed in class and added to the course eRoom). Please form groups of four and create a group folder in the course eRoom. The assignments will be due in the following weeks:

Assignment 1	Backward marketing research	**January 30th, 2008**
Assignment 2	Expected value of information and analysis of secondary data sources	**February 13th, 2008**
Assignment 3	Survey design and implementation	**February 27th, 2008**
Assignment 4	Hypothesis testing/ regression	**March 26th, 2008**
Assignment 5	Conjoint analysis, missing data and market segmentation	**April 9th, 2008**
Assignment 6	Factor analysis	**April 23rd, 2008**

3. Final Exam. A three-hour take home exam covering all the material will be distributed at the end of the semester. The exam is open-book and open-notes.

Class schedule at a glance (part I)

The following lists each of the class sessions, the expected topics and the readings you are required to do. From time to time, I will provide additional material to support the class materials. The class schedule also includes the deadlines for each of the group assignments to be handed in. There will be penalties incurred for any assignment that is handed in late.

Session	Date	Topic	AKD
1	January 16	Course Introduction BP 2: read "Market Research" BP 3: read "Backward Market Research"	1,2
2	January 23	Research design and the value of marketing research BP 4: read "The Value of Information"	3,4
3	January 28	Sources of marketing data: secondary and standardized BP 5: read "If Brands Are Built Over Years..."	5,6
4	January 30	Primary data collection Focus groups	8,9
		Assignment 1 due (January 30th, 5pm EST)	
5	February 4	Questionnaire design, measurement and measurement scales	10-12
6	February 6	Questionnaire design, measurement and sampling BP 6: read "Non-sampling vs sampling errors..."	14,15
7	February 11	Fundamentals of data analysis	16
8	February 13	Hypothesis testing	17,18
		Assignment 2 due (February 13th, 5pm EST)	
9	February 18	Causality and experimentation BP 7: read "Causal Inference..." BP 8: read "EDLP, Hi-Lo, …"	13
10	February 20	Regression analysis I BP 9: read "Forecasting With Regression…" BP 10: read "Regression Analysis" BP 11: read "Four Steps to Forecasting,…"	19
11	February 25	Guest speaker #1	
12	February 27	Regression analysis II BP 12: read "The Long Run, Causality,…" BP 13: case reading and preparation "Nopane Advertising…"	
		Assignment 3 due (February 27th, 5pm EST)	
13	March 3	Logistic regression	
14	March 5	Conjoint analysis I BP 14: read "New Ways to Measure…"	22

SPRING BREAK

Class schedule at a glance (part II)

Session	Date	Topic	AKD
15	March 17	Conjoint analysis II BP 15: read "Analyzing Consumer Preferences…" BP 16: case reading and preparation: "Clark Material…"	
16	March 19	Incomplete data methods	
17	March 24	Time series analysis	
18	March 26	Market segmentation and profiling	21
		Assignment 4 due (March 26th, 5pm EST)	
19	March 31	Guest speaker #2	
20	April 2	Customer value analysis	
21	April 7	Factor analysis I (scale construction)	21
22	April 9	Factor analysis II (complete analysis)	
		Assignment 5 due (April 9th, 5pm EST)	
23	April 14	Multidimensional scaling BP 17: read "Perceptual Mapping…" BP 18: read "Analyzing Consumer Perceptions…"	22
24	April 16	Discriminant analysis	20
25	April 21	Guest speaker #3	
26	April 23	BP 19: case preparation and discussion: Juice Guys (A) and (B)	25
		Assignment 6 due (April 23rd, 5pm EST)	
27	April 28	Course summary and wrap-up	