

COURSE SYLLABUS

Administrative details

Professor: Maria Ana Vitorino,
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Phone: (215) 746-2369

Class Time and Place: Section 002: MW 1:30-3:00, JMHH F92
Section 003: MW 3:00-4:30, JMHH F92

*Administrative
Coordinator:* Karen Ressler: resslerk@wharton.upenn.edu

Teaching Assistant: Jeonghye Choi: jeonghye@wharton.upenn.edu

Office Hours: Monday and Wednesday 11:00am-12:00pm, and 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: WebCafé
<https://webcafe.wharton.upenn.edu/eRoom/mktg/212-fa08-2>

Additional materials 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 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.

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| 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 (vitorino@wharton.upenn.edu) so that you do not lose credit for class participation. Please try to remember to bring your name cards to class.
2. Group Exercises. Each group (group formation is discussed below) will be required to complete six equally weighted assignments. The assignments will be due in the following weeks:

Assignment 1	Backward marketing research	Sep 17th, 2008
Assignment 2	Expected value of information and analysis of secondary data sources	Sep 29th, 2008
Assignment 3	Survey design and implementation	Oct 20th, 2008
Assignment 4	Hypothesis testing/ regression	Nov 5th, 2008
Assignment 5	Conjoint analysis, missing data and market segmentation	Nov 19th, 2008
Assignment 6	Factor analysis	Dec 3rd, 2008

Also, note that:

- (i) **No late assignments will be accepted.** All written work is due on the specified date.

(ii) All assignments are due as **hard-copy in class** and will be returned within two weeks following the assignment due date (unless other instructions are given).

(iii) Assignments will be posted on WebCafé on the day that they are “handed out”.

(iv) Graded assignments will be available for pickup from the area assistant in the marketing department (JMHH, 7th floor).

3. Final Exam. The exam is open-book and open-notes. The exam will be available for pick up from the marketing department (JMHH, 7th floor) on Monday December 8 through Friday December 12, and Monday December 15 through Wednesday December 17. Once you pick up the exam, you will have three contiguous hours to complete the exam and return it to the marketing department. The honor code applies. Do not speak to anyone about the exam until after the final due date has passed. We will discuss this in detail at the end of the semester.

Group formation

Students must organize themselves into groups of 4-5 in order to do the group assignments.

I understand that there will be some movement due to drop/add, so the final group assignment is not due until the end of the second week. You should email the TA (and copy me) the names of the students in your group by Sunday, September 14th, 2008; 5:00pm (one email per group; any unassigned student will be assigned by me).

Class schedule at a glance

(Note: schedule is subject to change; you are responsible for any changes announced in class)

The following lists each of the class sessions, the expected topics and the bulk-pack readings (BP) 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.

Session	Date	Topic, Readings, Cases, Assignments	AKD
1	Sep 3	Course Introduction and Research Design BP 2: reading: "Market Research" BP 3: reading: "Backward Market Research"	1, 2
2	Sep 8	The value of marketing research BP 4: reading: "The Value of Information" Assignment 1 handed out	3, 4
3	Sep 10	Sources of marketing data: secondary and standardized BP 5: reading: "Cost-Conscious Marketing Research"	5, 6
4	Sep 15	Primary data collection, Focus groups	8, 9
5	Sep 17	Causality and experimentation BP 6: reading: "Causal Inference" BP 7: reading: "EDLP, Hi-Lo, ..." Assignment 1 due Assignment 2 handed out	13
6	Sep 22	Questionnaire design, measurement and scales	10-12
7	Sep 24	Questionnaire design, measurement and scales (cont.) Sampling BP 8: reading: "Non-sampling vs sampling errors..."	10-12 14, 15
8	Sep 29	Fundamentals of data analysis Note: see AKD Appendix A-5 and A-6 for some notes on data analysis using SPSS Assignment 2 due	16
9	Oct 1	Fundamentals of data analysis (cont.) Assignment 3 handed out	16
10	Oct 6	Hypothesis testing	17, 18
11	Oct 8	Guest speaker #1	
	Oct 13	<i>No Class: Fall Break</i>	
12	Oct 15	Regression analysis I BP 9: reading: "Forecasting With Regression..." BP 10: reading: "Regression Analysis" BP 11: reading: "Four Steps to Forecasting..."	19
13	Oct 20	Regression analysis II + ANOVA BP 12: case reading and preparation "Nopane Advertising..." Assignment 3 due Assignment 4 handed out	
14	Oct 22	Logistic regression	

Class schedule at a glance (cont.)

Session	Date	Topic, Readings, Cases, Assignments	AKD
15	Oct 27	Conjoint analysis I BP 13: reading: "New Ways to Measure..." BP 14: reading: "Conjoint Analysis: A Manager's Guide"	22
16	Oct 29	Conjoint analysis II BP 15: reading: "Analyzing Consumer Preferences..." BP 16: case reading and preparation: "Clark Material..."	
17	Nov 3	Incomplete data methods	
18	Nov 5	Cluster Analysis (Market segmentation and profiling) Assignment 4 due Assignment 5 handed out	21
19	Nov 10	Guest speaker #2	
20	Nov 12	Customer value analysis	
21	Nov 17	Factor analysis I (scale construction)	21
22	Nov 19	Factor analysis II (complete analysis) Assignment 5 due Assignment 6 handed out	
23	Nov 24	Multidimensional scaling (Perceptual maps) BP 17: reading: "Perceptual Mapping..." BP 18: reading: "Analyzing Consumer Perceptions..."	22
24	Nov 26	Discriminant analysis (Credit scoring)	20
25	Dec 1	Case discussion BP 19: case reading and preparation: Ocean Spray Cranberries, Inc. (A) and (B)	25
26	Dec 3	Course summary and wrap-up Assignment 6 due	