Course Syllabus and Schedule

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Office Hours: Tuesday and Thursday 11:00am-12:00pm, and by appointment

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

Required Bulkpack: Please obtain. There are cases and assigned readings.

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

Website: WebCafé

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, collecting data, analyzing it and drawing inference, with a view to making better marketing 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.

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. 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 Approach

In this course we will use a variety of readings, cases and computer-based exercises. The course bulk-pack contains selected cases and the most important readings that are required for the course. Additional material will be distributed as needed. 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 approach and techniques. The textbook will serve as background and general readings that will allow you to better understand the material discussed in class.

The computer and data-based exercises are designed to give you "hand-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 and is widely used in the industry and is integrated into the textbook. You are not required to do your assignments in SPSS; however, I can't promise you quality (technical) support if you use other software.

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 (individual)   40%

1. <u>Class Participation</u> (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 at times "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.

If you must miss a class, please email me in advance (**qshen@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 (50%)

Each group (group formation is discussed below) will be required to complete six equally weighted assignments. These will be distributed in class and posted on WebCafé the day that they are "handed out". The assignments will address the following topics (with due day indicated):

Assignment 1	Backward marketing research	**Jan 28th, 2009**
Assignment 2	Expected value of information and analysis of secondary data sources	**Feb 11th, 2009**
Assignment 3	Survey design and implementation	**Feb 25th, 2009**
Assignment 4	Hypothesis testing/ regression	**Mar 18th, 2009**
Assignment 5	Conjoint analysis, missing data and market segmentation	**Apr 8th, 2009**
Assignment 6	Factor analysis	**Apr 22nd, 2009**

Also, note that:
- **No late assignments will be accepted**. All written work is due on the specified date.
- 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).
- Graded assignments will be available for pickup from the area assistant in the marketing department (JMHH, 7th floor).

3. Final Exam (40%)

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 May 4 through Friday May 8, and Monday May 11 through Tuesday May 12. Once you pick up the exam, you will have three 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 will allocate time in the first class for you to start the process. This will be important for our first class exercise and case discussion on the second.

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, January 25th; 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	Wednesday Jan 14	Course Introduction *BP 2: reading: "Market Research"* *BP 3: reading: "Backward Market Research"* • **Assignment 1 handed out**	1, 2
2	Wednesday Jan 21	Research design and the value of marketing research *BP 4: reading: "The Value of Information"*	3, 4
3	Monday Jan 26	Sources of marketing data: secondary and standardized *BP 5: reading: "Cost-Conscious Marketing Research"*	5, 6
4	Wednesday Jan 28	Primary data collection Focus groups • **Assignment 1 due** • **Assignment 2 handed out**	8, 9
5	Monday Feb 2	Causality and experimentation *BP 6: reading: "Causal Inference"* *BP 7: reading: "EDLP, Hi-Lo, …"*	13
6	Wednesday Feb 4	Questionnaire design, measurement and scales	10-12
7	Monday Feb 9	Questionnaire design, measurement and sampling *BP 8: reading: "Non-sampling vs sampling errors..."*	14, 15
8	Wednesday Feb 11	Fundamentals of data analysis Note: see AKD Appendix A-5 and A-6 for some notes on data analysis using SPSS • **Assignment 2 due** • **Assignment 3 handed out**	16
9	Monday Feb 16	Hypothesis testing	17, 18
10	Wednesday Feb 18	Guest speaker #1	
11	Monday Feb 23	Regression analysis I *BP 9: read "Forecasting With Regression…"* *BP 10: reading: "Regression Analysis"* *BP 11: reading: "Four Steps to Forecasting,…"*	19
12	Wednesday Feb 25	Guest speaker #2 • **Assignment 3 due**	

Class schedule at a glance (cont.)

Session	Date	Topic	AKD
13	Monday Mar 2	Regression analysis II • **Assignment 4 handed out**	
14	Wednesday Mar 4	Logistic regression	
15	Monday Mar 16	Logistic regression (Cont.) /Applications	
16	Wednesday Mar 18	Conjoint analysis I *BP 12: reading: "New Ways to Measure…"* *BP 13: reading: "Conjoint Analysis: A Manager's Guide"* • **Assignment 4 due**	22
17	Monday Mar 23	Conjoint analysis II *BP 14: reading: "Analyzing Consumer Preferences…"* *BP 15: case reading and preparation: "Clark Material…"* • **Assignment 5 handed out**	
18	Wednesday Mar 25	Guest speaker #3	
19	Monday Mar 30	Cluster Analysis (Market segmentation)	21
20	Wednesday Apr 1	Market segmentation and profiling (Cont.)	
21	Monday Apr 6	Factor analysis I (scale construction)	21
22	Wednesday Apr 8	Factor analysis II (complete analysis) • **Assignment 5 due** • **Assignment 6 handed out**	
23	Monday Apr 13	Perceptual Maps (multidimensional scaling) *BP 16: reading: "Perceptual Mapping…"* *BP 17: reading: "Analyzing Consumer Perceptions…"*	22
24	Monday Apr 20	Discriminant analysis	20
25	Wednesday Apr 22	Case discussion *BP 18 : case preparation and discussion: Ocean Spray Cranberries, Inc. (A) and (B)* • **Assignment 6 due**	25
26	Monday Apr 27	Course summary and wrap-up	