

COURSE SYLLABUS

Administrative details

Professor: Maria Ana Vitorino,
748 Jon M. Huntsman Hall,
3730 Walnut Street, Philadelphia PA 19104,
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Phone: (215) 746-2369

Class Time and Place: TR 9:00-12:00, SDHD 1206

Administrative

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

Teaching Assistant: TBA

Office Hours: 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: SPSS

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, 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 (5 in total) | 35% |
| 3. In-Class Quiz | 15% |
| 4. 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 five equally weighted assignments. The assignments will be due in the following dates:

Assignment 1	Backward marketing research	June 2nd, 2009
Assignment 2	Expected value of information and analysis of secondary data sources	June 9th, 2009
Assignment 3	Survey design and implementation Hypothesis testing/ regression	June 18th, 2009
Assignment 4	Conjoint analysis, missing data and market segmentation	June 25th, 2009
Assignment 5	Factor analysis	July 2nd, 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).

- (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).
- (v) Each student will be asked to fill a **peer evaluation** form at the end of the semester which will be used to assess the contribution of each team member to the group assignments.

3. In-Class Quiz. There will be a quiz on June 16th, 2009. You may bring (only) a two-sided sheet of paper with notes and a calculator to the quiz. The quiz cannot lower your final grade, i.e. you can transfer all the grade weight of the quiz to the final exam. However, in order to be able to drop the quiz, you must attend the quiz session and submit it. If you don't take the quiz you will receive zero points towards 15% of the grade, regardless of your performance on the other final-grade components.

4. Final Exam. The exam is open-book and open-notes. The exam will be an in-class exam and will take place on July 2nd, 2009.

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 second week. You should email the TA (and copy me) the names of the students in your group by Tuesday, June 2nd, 2009; 5:00pm (one email per group; any unassigned student will be assigned by me).

Use of Laptop

You cannot use your laptop/PDA in class except for in-class exercises.

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	May 26	Course Introduction and Research Design BP 2: reading: "Market Research" BP 3: reading: "Backward Market Research"	1, 2
2	May 26	The value of marketing research BP 4: reading: "The Value of Information" Assignment 1 handed out	3, 4
3	May 28	Sources of marketing data: secondary and standardized BP 5: reading: "Cost-Conscious Marketing Research"	5, 6
4	May 28	Primary data collection, Focus groups	8, 9
5	June 2	Causality and experimentation BP 6: reading: "Causal Inference" BP 7: reading: "EDLP, Hi-Lo, ..." Assignment 1 due Assignment 2 handed out	13
6	June 2	Questionnaire design, measurement and scales	10-12
7	June 4	Sampling BP 8: reading: "Non-sampling vs sampling errors..."	10-12 14, 15
8	June 4	Sampling (cont.)	10-12
9	June 9	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
10	June 9	Hypothesis testing Assignment 3 handed out	17, 18
11	June 11	Regression analysis I BP 9: reading: "Forecasting With Regression..." BP 10: reading: "Regression Analysis" BP 11: reading: "Four Steps to Forecasting..."	19
12	June 11	Regression analysis II	
13	June 16	****In-Class Quiz****	
14	June 16	Logistic Regression	

Class schedule at a glance (cont.)

Session	Date	Topic, Readings, Cases, Assignments	AKD
15	June 18	Conjoint analysis I BP 12: reading: "New Ways to Measure..." BP 13: reading: "Conjoint Analysis: A Manager's Guide"	22
16	June 18	Conjoint analysis II BP 14: reading: "Analyzing Consumer Preferences..." BP 15: case reading and preparation: "Clark Material..."	
		Assignment 3 due Assignment 4 handed out	
17	June 23	Cluster Analysis (Market segmentation and profiling)	21
18	June 23	Cluster Analysis (cont.)	
		Assignment 4 due Assignment 5 handed out	
19	June 25	Factor analysis	21
20	June 25	Factor analysis (cont.)	
21	June 30	Multidimensional scaling (Perceptual maps) BP 16: reading: "Perceptual Mapping..." BP 17: reading: "Analyzing Consumer Perceptions..."	22
22	June 30	Course summary and wrap-up Case discussion BP 18: case reading and preparation: Ocean Spray Cranberries, Inc. (A) and (B)	25
23	July 2	****In-Class EXAM****	
24	July 2		Assignment 5 due