COURSE SYLLABUS

Administrative details

Professor: Maria Ana Vitorino,
748 Jon M. Huntsman Hall,
3730 Walnut Street, Philadelphia PA 19104,
Email: vitorino@wharton.upenn.edu
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

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.

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:

<table>
<thead>
<tr>
<th>Assignment 1</th>
<th>Backward marketing research</th>
<th>June 2&lt;sup&gt;nd&lt;/sup&gt;, 2009</th>
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<tbody>
<tr>
<td>Assignment 2</td>
<td>Expected value of information and analysis of secondary data sources</td>
<td>June 9&lt;sup&gt;th&lt;/sup&gt;, 2009</td>
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<tr>
<td>Assignment 3</td>
<td>Survey design and implementation Hypothesis testing/ regression</td>
<td>June 18&lt;sup&gt;th&lt;/sup&gt;, 2009</td>
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<tr>
<td>Assignment 4</td>
<td>Conjoint analysis, missing data and market segmentation</td>
<td>June 25&lt;sup&gt;th&lt;/sup&gt;, 2009</td>
</tr>
<tr>
<td>Assignment 5</td>
<td>Factor analysis</td>
<td>July 2&lt;sup&gt;nd&lt;/sup&gt;, 2009</td>
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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).
(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.

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic, Readings, Cases, Assignments</th>
<th>AKD</th>
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| 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” | 3, 4 |
|         |        | **Assignment 1 handed out**                                                                            |     |
| 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  
**Assignment 1 due**  
**Assignment 2 handed out** | 8, 9 |
| 5       | June 2 | Causality and experimentation  
BP 6: reading: “Causal Inference”  
BP 7: reading: “EDLP, Hi-Lo, …” | 13  |
|         |        | **Assignment 2 due**  
**Assignment 2 handed out**                                                                            |     |
| 6       | June 2 | Questionnaire design, measurement and scales  
BP 10: reading: “Non-sampling vs sampling errors…”  
BP 11: reading: “Four Steps to Forecasting…” | 14, 15 |
| 7       | June 4 | Sampling  
BP 8: reading: “Non-sampling vs sampling errors…” | 10-12 |
| 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  |
<p>| 12      | June 11| Regression analysis II |     |
| 13      | June 16| <strong><strong>In-Class Quiz</strong></strong> |     |
| 14      | June 16| Logistic Regression |     |</p>
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| 15      | June 18 | Conjoint analysis I  
         | BP 12: reading: “New Ways to Measure…”  
| 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                                                       |     |