

Note: Fall 2009 Syllabus. FOR REFERENCE ONLY.

The Wharton School
University of Pennsylvania

Marketing Research (MKTG 212)
Fall 2009
Professor Maria Ana Vitorino

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 1:30-3:00, JMHH F60

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

A statistics reference book such as the following is recommended:

*Berenson, Mark and Levine and Krehbiel, Basic Business Statistics: concepts and applications (11th Ed., 2009), Pearson Prentice Hall

The following SPSS statistics guide may also be useful:

*Norusis, Marija, SPSS 16.0 Guide to Data Analysis (2nd Ed., 2008), Prentice Hall

Note: The above books have been put on reserve at the Lippincott Library. To see their exact location you can follow these instructions:

- (1) Go to the Lippincott Library Homepage. On the left hand side you'll see...
- (2) 'Franklin--Penn's Catalog'. Click on that.
- (3) You will automatically get the 'Search For' page...
- (4) Notice the blue tabs: click on 'Course Reserve'
- (5) Use the Drop-Down menu for 'Instructor' or 'Department' or 'Course'
- (6) Click on that; you will see the books that are on Reserve

Software: PASW Statistics (formerly known as SPSS Statistics)

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 dates specified in the Class Schedule below.

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 an in-class quiz on the date specified in the Class Schedule below. 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 (no computer allowed, though) and is comprehensive upon all the material covered in the class. The date of the exam will be announced in class and can also be found on the Registrar's website.

5. Slides. My slides are NOT comprehensive, meaning that they don't always cover everything I do in class. If you have to miss a class you should ask your colleagues for anything they may have noted down in class.

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 the day of Lecture 4, by 5:00pm (one email per group; any unassigned student will be assigned by me).

Classroom Expectations - Concert Rules

1. Class starts and ends on time.
2. Sit according to the seating chart (if one is available).
3. Late entry or reentry only under exceptional circumstances.
4. Name tents displayed.
5. All phones, laptops and other electronic devices turned off.

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.

Lecture	Date	Topic, Readings, Cases, Assignments	AKD
1	Sep 10	Course Introduction and Research Design BP 2: reading: "Market Research" BP 3: reading: "Backward Market Research"	1, 2
2	Sep 15	The value of marketing research BP 4: reading: "The Value of Information" Assignment 1 handed out	3, 4
3	Sep 17	Sources of marketing data: secondary and standardized BP 5: reading: "Cost-Conscious Marketing Research"	5, 6
4	Sep 22	Primary data collection, Focus groups Group Assignments due by 5pm	8, 9
5	Sep 24	Causality and experimentation BP 6: reading: "Causal Inference" BP 7: reading: "EDLP, Hi-Lo, ..." Assignment 1 due Assignment 2 handed out	13
6	Sep 29	Questionnaire design, measurement and scales	10-12
GS	Oct 1	<i>Guest Speaker #1</i>	
7	Oct 6	Sampling BP 8: reading: "Non-sampling vs sampling errors..."	10-12 14, 15
8	Oct 8	Sampling (cont.)	10-12
9	Oct 13	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	Oct 15	Hypothesis testing Assignment 3 handed out	17, 18
11	Oct 20	Regression analysis BP 9: reading: "Forecasting With Regression..." BP 10: reading: "Regression Analysis" BP 11: reading: "Four Steps to Forecasting..."	19
12	Oct 22	Regression analysis (cont.)	
13	Oct 27	Logistic Regression	

Class schedule at a glance (cont.)

Session	Date	Topic, Readings, Cases, Assignments	AKD
GS	Oct 29	<i>Guest Speaker #2</i>	
14	Nov 3	Conjoint analysis BP 12: reading: "New Ways to Measure..." BP 13: reading: "Conjoint Analysis: A Manager's Guide" Assignment 3 due Assignment 4 handed out	22
15	Nov 5	Conjoint analysis (cont.) BP 14: reading: "Analyzing Consumer Preferences..."	
16	Nov 10	Cluster Analysis (Market segmentation and profiling)	21
17	Nov 12	Cluster Analysis (cont.) Assignment 4 due Assignment 5 handed out	
	Nov 17	****In-Class QUIZ****	
GS	Nov 19	<i>Guest Speaker #3</i>	
18	Nov 24	Factor analysis	21
	Nov 26	<i>No Class: Thanksgiving Break</i>	
19	Dec 1	Factor analysis (cont.)	
20	Dec 3	Multidimensional scaling (Perceptual maps) BP 15: reading: "Perceptual Mapping..." BP 16: reading: "Analyzing Consumer Perceptions..."	22
21	Dec 8	Discriminant analysis (Credit scoring) Assignment 5 due	
22	Dec 10	Course summary and wrap-up Case discussion BP 17: discussion: Ocean Spray Cranberries, Inc. (A) and (B)	25