

UNIVERSITY OF PENNSYLVANIA  
Wharton School

MKTG 212: MARKETING RESEARCH  
FALL 2012

---

**Instructor:** Dr. Pinar Yildirim

**Office Hours:** By Appointment

**Course Website:** <https://wharton.instructure.com/courses/735977>

**Office:** 748 Huntsman Hall / **E-Mail:** [pyild@wharton.upenn.edu](mailto:pyild@wharton.upenn.edu) / **Phone:** 215- 746 2369

**Class Dates & Times & Locations**

Sept 6 – December 7, 2012

Section 001 -- TR 9-10:30AM -- JMHH F70

Section 002 -- TR 10:30-12NOON -- JMHH F70

Section 003 -- TR 1:30-3PM -- JMHH G55

**Course Description:**

---

The purpose of this course is to help students acquire marketing research (MR) skills that will help them execute MR projects or use MR information as marketing managers. In this course you will learn concepts and terminology used by marketers and marketing researchers and master methodological tools to obtain a competitive advantage in the business world. Specific objectives of this course are the following:

1. To understand that marketing problems require information and how this information is obtained and delivered.
  2. To learn how to set up a research design.
  3. To learn methods of data collection and analysis.
  3. To learn how these methods are applied to marketing research problems. It is assumed that students have a prior knowledge of (a) Marketing Principles and (b) Statistics.
  4. To provide students with the skills necessary to implement a research project from start to finish.
  5. To gain more experience working in teams.
-

## Grading:

---

Exam	25%
Team Project (Final Report & Presentation)	35% (Final Report 20%; Presentation 15%)
Project Milestone	10%
Assignments (Best 2 out of 3)	20%
Class Attendance	5%
Class Participation	<u>5%</u>
	100%

## TEXTBOOKS

---

### Basic Marketing Research

Gilbert A. Churchill and Tom J. Brown

6<sup>th</sup> Edition (or 7<sup>th</sup> edition), Thomson/South-Western Press (South-Western/Cengage Learning)

Or

Churchill and Iacobucci (10<sup>th</sup> edition)

Marketing Research

## COURSE PROCEDURES

---

**Lectures:** I will post lecture outlines on the University's Canvas. It is each student's responsibility to attend every class and take further notes. Lectures will also involve discussions of several sets of questions and mini cases. You are expected to participate in these activities.

**Exam:** The purpose of the exam is to encourage you to study the material included in the textbook and discussed in class.

Notes:

- a. Always take your class notes as a starting point when studying for the exam. The textbook serves a supporting role.
- b. No make-up exams will be scheduled except the case where the student has a valid signed excuse from a physician.

**Class Attendance and Participation:** I am expecting a lively exchange of ideas during class sessions. You must attend class to successfully complete the course. **If you are expecting to absent yourself for more than 5 classes, you must avoid taking this course. You will receive an F grade.** At the end of the semester, I will assign points for class participation based upon both the quantity and quality of your interactions and contributions to the course.

**Guest Speakers:** 1-4 guest speakers will be attending the lectures. You are expected to attend the lectures for these sessions.

**Assignments:** Homework assignments are due by the specified date/time. Deadlines will be mentioned on assignment sheets. Late work will not be accepted.

**Team Project:** In this research project, you will apply marketing research principles and techniques to a real life problem. The marketing problem will have to be approved by the instructor. Each team may pick a marketing problem of its own interest, so long as the project will require a field research study that involves primary data collection.

This marketing research project requires planning, commitment, team work and constant execution. It will be a challenge but also a very satisfying experience during your participation in this course. It is a significant time requirement during the term. I will be available the entire term for questions, ideas, clarification and discussion concerning the projects.

The project has 3 stages:

	<u>Due</u>
Stage 1: Milestone 1-Interim Project Presentation	10/9-11
Stage 2: Final Project Presentation	12/4-6
Stage 3: Final Project Report	12/6

Project Milestone:

Project Milestone: Provide relevant background information on the client, describe the decision situation, summarize any exploratory research conducted and state the decision problems, research problems and hypotheses. Think about the research design including the questionnaire that you will use to collect data. Describe how the data will be collected and how it will be used to address specific research problems and hypotheses.

Final Project Presentation & Report:

The final report should include the following:

0.Title Page: Indicate the course name and term, instructor's name, the names of team members team number, section and the date of submission.

I.Table of Contents: List all of the headings in the research report and the pages on which they appear. Tables and figures should also be included.

II.Executive Summary: Summarize the objectives of the research, important results, conclusions and recommendations.

III.Introduction: Provide the company background information, summarize the decision situation and any exploratory research conducted, state the decision and research problems together with the hypotheses.

IV.Body: The body should include the details of research design, sampling plan, data analysis and results.

V.Conclusions and Recommendations: The results should lead to conclusions and recommendations. Offer specific recommendations as to each of the decision problems.

## **GRADING GUIDELINES**

---

<b>Overall Score</b>	<b>Letter Grade</b>
100-94	A+/A
93-91	A-
90-88	B+
87-84	B
83-81	B-
80-78	C+
77-74	C
73-71	C-
70-68	D+
67-64	D
63-61	D-
60-0	F

## **ADMINISTRATIVE POLICIES**

---

1. Absolutely no incomplete grades will be allowed. Offers to perform “extra credit” work will not be entertained.
2. Students who violate on academic dishonesty are subject to disciplinary penalties including the possibility of failure in the course and dismissal from the university. Since dishonesty harms the individual, fellow students and the integrity of the university, policies on academic dishonesty will be strictly enforced.
4. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the Student Disability Services of Penn as early as possible in the term. SDS will verify your disability and determine reasonable accommodations for this course.

## TENTATIVE SCHEDULE

ACTIVITY	DATE
Introduction & Team Formation Role of Marketing Research & Planning a Marketing Research Project	9/6
Problem formulation & Exploratory Research	9/11
Exploratory Research <i>Focus Group Exercise</i>	9/13
Value of Information	9/18
Causal Research <i>Tips for Project Milestone</i>	9/20
Threats to Validity	9/25
Experimental Design	9/27
Descriptive Research ( <i>Assignment I given</i> )	10/2
Measurement & Scaling	10/4
<b>Interim Project Presentations</b> ( <i>Due: Assignment I</i> )	10/9
<b>Interim Project Presentations</b> + Sample Survey	10/11
<i>Special Time for Team Meeting and Consultation</i>	10/16
Data Collection	10/18
Questionnaire Design + <i>Session: Qualtrics</i>	10/23
<b>EXAM</b>	10/25
Sampling ( <i>Assignment II given</i> ) + Conjoint Analysis	10/30
Data Analysis-Preliminary Steps	11/01
<b>GUEST SPEAKER (from IBM, Subject: Regression + Data Analysis)</b> ( <i>Due: Assignment II</i> )	11/06
<b>GUEST SPEAKER (From Deloitte, Subject: Conjoint Analysis)</b>	11/08
Data Analysis-Univariate Analysis ( <i>Assignment III given</i> )	11/13
Data Analysis-Multivariate Analysis	11/15
Data Analysis-Multivariate Analysis ( <i>Due: Assignment III</i> )	11/20
<b>THANKSGIVING – NO CLASS</b>	11/22

<i>Session: Marketing Research Using Social Media Tips for the Final Project Report and Presentation</i>	11/27
<b>GUEST SPEAKER (From Deloitte, Subject: Social Media Analysis)</b>	11/29
<b>Final Project Presentations</b>	12/04
<b>Final Project Presentations (Reports Due)</b>	12/06

### PEER EVALUATION FORM (OPTIONAL)

At the end of the semester, if you think that there is an unfair distribution of workload within your team, you can complete this peer evaluation form which will be used to adjust grades for teamwork. If you decide to use this form, you must inform all of your team members that you plan to do so. To be considered, at least three members of your team must submit their independent evaluations.

Allocate 100 points among your team members. The score should reflect each individual's contribution to all teamwork excluding yourself. For example, if the team has 5 (6) members and each member equally contributed, allocate 25 (20) points to each.

Your Name: \_\_\_\_\_

Your Team's Project Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

	Name of Team Member (excluding you)	Points
1.		
2.		
3.		
4.		
5.		
	Total:	100

Additional Comments: