



MKTG 756 - 212: MARKETING RESEARCH

Syllabus

FALL 2013

Instructor: Dr. Pinar Yildirim

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Course Website: Canvas

Class Dates & Times & Locations

August 29, 2013 – December 10, 2013

MKTG 756- 001 09:00-10:30am JMHH 355

MKTG 756- 401 10:30-12:00am JMHH355

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.
4. 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.
5. To gain more experience working in teams.

TEXTBOOK & REQUIRED MATERIALS

Textbook: Aaker, Kumar, Leone and Day (AKLD) Marketing Research (11th Ed.), Wiley (ISBN: 978-1118156636)

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

Software: SPSS, although you can use your favorite Statistics Package if you wish.

COURSE PROCEDURES

Lectures:

Lecture outlines and slides for each lecture will be made available a day before the lecture on Canvas. They will also be handed out in the classroom. 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.

Notes:

- a. Always take your class notes as a starting point when studying for the exam. The textbook and readings serve supporting roles.
- b. No make-up exams will be scheduled except the case where the student has a valid signed excuse from a physician.
- c. If a material discussed in class is not clear, please ask questions. I am here to help.

Final Exam:

The purpose of the exam is to encourage you to review the marketing research tools discussed in class. The format will be take home examination, and the date will be posted on Canvas. You will have three hours to complete the final examination on the day of the exam. It is open- book, open-notes. You must complete the exam in a single contiguous three-hour time period. The honor code applies. Do not speak to anyone about the exam until after the due date has passed.

Group Assignments:

There will be 5 group assignments focusing on MR methods during the semester. Assignments will be posted on Canvas and will be handed out in class. Deadlines will be mentioned on assignment sheets and also will be posted on the tentative class schedule. Late work will not be accepted.

- All assignments are due hard-copy in class and will be returned in class within two weeks following the assignment due date.

- **Group Formation:** Students must organize themselves into **groups of 3- 4** people in order to do the group assignments. You are required to email me the names of the persons in your group (one email per group) by **September 5th, 2013; 5:00pm EST**. Please note that I am **not** responsible for finding a group for you.

Class Attendance and Participation:

You must attend classes to successfully complete the course. **If you are expecting to absent yourself for more than 5 classes, you must avoid taking this course.**

I expect a lively exchange of ideas during class sessions. At the end of the semester, I will assign points for class participation based upon both the quantity and level of your interactions and contributions to the course.

ASSESSMENT DETAILS

Final Exam	50%
Assignments (5)	40%
Class Participation	<u>10%</u>
	100%

A. Contribution to Class Discussion (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 “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.

B. Group Assignments (40%)

The assignments will be posted on Canvas. There will be 5 MR methods assignments, each of equal value addressing the following topics:

- Expected Value of Information and Analyzing Secondary Data Sources
- Survey Design and Implementation
- Hypothesis Testing / Regression
- Conjoint Analysis, Missing Data and Market Segmentation
- Factor Analysis

C. Final Examination (50%)

It is open-book and open-notes. The schedule of the final examination will be posted on Canvas.

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. You are not required to do your assignments in SPSS; however, I can't promise you quality support if you choose a package that I do not know.

Computer Connection sells SPSS at a discounted price. It is also available in the computer labs.

If you would like to use SPSS but need a refresher, In September, there will be an optional SPSS workshop for you to attend. Dates will be announced.

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.
3. 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.

STUDENT - FACULTY MEALS

The Wharton School encourages students and faculty to meet for breakfast / lunch / dinner where they can share ideas and perspectives outside of the classroom. If you would like to arrange a meal with me, please gather three (minimum) to seven (maximum) students and e-mail me with three alternate dates.

GUEST SPEAKERS

5-7 guest speakers will be attending the lectures to demonstrate how they use data and MR in their industry. **You are expected to attend the guest lectures, engage in discussion, and ask questions about the presentation.** Speaker profiles and bios will be handed out on the first day of the class.

TENTATIVE SESSION PLAN

	DATE	SESSION	Details & Reading Materials	Book
1	TH 08/29/2013	Course Introduction and Research Design	BP <i>READING</i> : "Marketing Research" BP <i>READING</i> : "'Backward' Market Research"	Ch. 1, 2
2	T 09/03/2013	Value of MR: When to Engage and When to Avoid MR?	BP <i>READING</i> : "The Value of Information"	Ch 3, 4
3	TH 09/05/2013	Secondary Data: Standard and New Resources	BP <i>READING</i> : "Cost Conscious Marketing Research" BP <i>READING</i> : "Getting the Most ..."	Ch. 5, 6
Group Formation due				
4	T 09/10/2013	Primary Data Collection Methods: Exploratory Data Collection		Ch. 8
5	TH 09/12/2013	Causality and Experimentation: Threats to Experimental Validity	BP <i>READING</i> : "Causal Inference" BP <i>READING</i> : "EDLP, Hi-Lo and Margin ..." Assignment # 1 Posted	Ch. 13
6	T 09/17/2013	Questionnaire Design, Measurement, and Scaling, Biases in Surveys		Ch. 11, 12
7	TH 09/19/2013	Questionnaire Design, Sampling and Sample Size	BP <i>READING</i> : "Nonsampling vs. Sampling ..."	Ch. 14, 15
8	T 09/24/2013	Data Analysis: Fundamentals	Assignment # 1 Due	Ch. 16

9	TH	09/26/2013	GUEST SPEAKER	Gurval Caer Vice Chairman, chief innovation & marketing officer, Wunderman	
10	T	10/01/2013	GUEST SPEAKER	Assignment #2 Posted Andrew Claster, Deputy Chief Analytics Officer, Obama for America	
11	TH	10/03/2013	Asking Simple Questions: Hypothesis Testing		Ch. 17, 18
12	T	10/08/2013	Regression Analysis & Understanding Causality	BP <i>READING</i> : "Forecasting with Regression Analysis" BP <i>READING</i> : McKinsey Staff Paper BP <i>READING</i> : "Four steps to Forecast..." BP <i>READING</i> : "Using a Natural..." BP <i>CASE READING and PREPARATION</i> : Nopane Advertising	
	TH	10/10/2013		Assignment #2 Due	
FALL BREAK					
13	T	10/15/2013	Logistic Regression: Applications to Marketing		
14	TH	10/17/2013	GUEST SPEAKER	Ryan Rzepecki CEO, SoBi	
				Assignment #3 Posted	
15	T	10/22/2013	Imperfections in Data and Methods: Dealing with Incomplete Data and Other Pitfalls		
16	TH	10/24/2013	Value Analysis: Customers and Firms		
17	T	10/29/2013	GUEST SPEAKER	Joel Stern CEO and Co-founder of Stern & Stewart	

18	TH	10/31/2013	Conjoint Analysis I: What do Consumers Like?	BP <i>READING</i> : "New way to measure ..." BP <i>READING</i> : "Commercial Use of ..."	Ch. 22
Assignment #3 Due					
19	T	11/05/2013	Conjoint Analysis II	BP <i>CASE READING and PREPARATION</i> : Clark Materials	
Assignment #4 Posted					
20	TH	11/07/2013	Market Segmentation: Identifying Common Characteristics		Ch. 21
21	T	11/12/2013	Factor Analysis		
22	TH	11/14/2013	GUEST SPEAKER (Demonstration of Conjoint Analysis Applications in Consulting)	Candan Erenguc & Kevin Mercadante Deloitte	
23	T	11/19/2013	Perceptual Maps	BP <i>READING</i> : "Perceptual Mapping: A Manager's..."	Ch. 22
Assignment #4 Due					
24	TH	11/21/2013	Multinomial Logit	Assignment #5 Posted	Ch. 20
25	T	11/26/2013	GUEST SPEAKER	Nicolle Pangis President, Real Media	
	TH	11/28/2013	THANKSGIVING BREAK		
26	T	12/03/2013	Case Discussion	BP <i>CASE READING and PREPARATION</i> : Ocean Spray Cranberries, Inc. (A) and (B)	
27	TH	12/05/2013	New Trends in MR	Assignment #5 Due	
28	T	12/10/2013	Course Summary and Assessment Details		

SPEAKER BIOS



Gurval Caer

Vice Chairman, CIO & CMO, Wunderman / WPP

Gurval assumed the role of chief innovation & marketing officer for Wunderman in March of 2013. Working closely with CEO Daniel Morel, Gurval is responsible for identifying and expanding business opportunities with our clients and creating a network-wide innovation strategy. This includes acquisitions, partnerships with media, content and technology platforms, and overseeing the development of the corresponding strategy to drive business growth for Wunderman's clients. As one of the original founders of Blast Radius in 1996, Gurval oversaw the agency's growth from a Canadian start-up to a global agency with 400 employees and 10 offices across North America and Europe. He also led the agency to many awards including Interactive Gold Clio, Cannes Lions, Flash in the Can, Forrester's Groundswell Award in social marketing and Webby Awards. His leadership has been instrumental in establishing Blast Radius's long-term relationships with companies including Nike, Starbucks, Nintendo, Microsoft, Jordan, NIVEA and BMW. In 2007, Blast Radius was acquired by Wunderman. Gurval graduated from the Ecole Supérieure de Commerce de Dijon with a business degree and worked for Ernst & Young in France early in his career. Pursuing his passion for technology and the Internet, Gurval moved to Canada to study new media at the prestigious Vancouver Film School, where he later became a well-respected teacher.



Andrew Cluster

Chief Analytics Officer for President Barack Obama

Andrew Cluster, Deputy Chief Analytics Officer for President Barack Obama's 2012 re-election campaign, helped create and lead the Obama Analytics team of more than 50 analysts, statistical modelers and engineers. The Obama Analytics team used predictive modeling, data analysis and technology to revolutionize political polling and individual-level voter targeting, dramatically increasing the efficiency of voter contact, fundraising, volunteer recruitment, research, advertising, marketing and communications online and offline. Andrew previously developed microtargeting and communications strategies as Vice President at Penn, Schoen & Berland for clients including Hillary Rodham Clinton, Tony Blair, Gordon Brown, Ehud Barak, Leonel Fernandez, Verizon, Alcatel, Microsoft, BP, KPMG, TXU and the Washington Nationals baseball team. Andrew completed his undergraduate studies in political science at Yale University and his graduate training in economics at the London School of Economics.

Background: In November 2012, Barack Obama won a second term with the highest unemployment rate of any re-elected president in 76 years. How did he do it? The answer includes analytics and data from approximately two hundred million voters, donors and volunteers. Andrew Claster, Deputy Chief Analytics Officer for President Barack Obama's 2012 re-election campaign, will discuss how analytics informed the Obama campaign's fundraising, messaging, communications and voter contact strategies, and how the lessons learned can be applied to sales, marketing, customer service and corporate communications.



Joel Stern

Chairman and CEO, Stern Stewart & Co.

JOEL M. STERN is Chairman and Chief Executive Officer of Stern Stewart & Co., an advisory firm on financial policy, strategy and corporate governance, the creator and developer of Economic Value Added (EVA) as a measure of performance and the EVA Management System. After graduating from the University of Chicago's graduate program in Finance and Economics, he joined the Chase Manhattan Bank where he ultimately ran their global consulting operations, called Chase Financial Policy. In 1982 he started Stern Stewart as an independent objective advisor to company boards, executive committees, and even to heads of state in order to improve even the performance of state-owned enterprises. From 1973-1976 he was a regular financial policy columnist for the Financial Times of London. From 1979-1983 he made frequent contributions to the editorial page of the Wall Street Journal. More recently he has been a regular columnist for Finance Week. He also teaches as a professor at six graduate schools, including Columbia University, Carnegie Mellon University, The University of Chicago, the University of Cape Town, Singapore Management University and Old Dominion University. He has authored two books and coauthored six others. He has published more than 150 articles and papers in financial economics. He was a rotating panelist on the television program "Wall Street Week with Louis Rukeyser" for 17 years. For 25 years he provided the annual business economic forecast at the University of Chicago, Booth School of Business. Mr. Stern is a strong proponent of efficient markets and almost all of his contributions in the field of finance have used the market model of economics to improve operating performance in organizations of all kinds.



Nicolle Pangis

President, Real Media Group

Nicolle Pangis is President of Real Media Group, a business unit of 24/7 Media, WPP Digital's marketing technology company. Since she was named to this role in August 2013, she has led all business operations in North America and Europe, including technology sales and operations, media businesses in France and the UK, and future activities in new markets. Her focus on globalizing all functions of the business has positively impacted the organization, with regional offices now operating more cooperatively and collaboratively. Since 2007, Pangis has served as VP, SVP, and EVP, Global Media and Technology Product Management with responsibility for the overall health and growth of the global media and technology businesses. She has overseen the launch of five new versions of 24/7 Open AdStream, numerous partnership agreements and integrations, and the launch of 24/7 Connect and the company's new real-time bidding capabilities.



Ryan Rzepecki

CEO & Co-founder of Social Bicycles

Ryan is the CEO, creator, and founder of SOBI: an affordable bike sharing system that makes it easy to rent a bike when you need it and doesn't require dedicated docking stations or other infrastructure. SoBi bikes are fitted with on-board computers, mobile communication systems, and GPS so that they can be easily located and reserved. Energy is gathered and stored as you pedal to power these systems, and when the bike is at rest, the solar panel on the top provides additional power. The company was selected by one of the most successful start-ups of 2012.



Canan Erenguc
Senior Manager / Strategy and Operations
Industrial Products and Automotive

Kevin Mercadante
Senior Manager / Strategy and Operations
Global Automotive Practice

Deloitte

Candan is a Senior Manager in Strategy & Operations with 13 years of experience focused on developing consumer-driven supply chains. In this capacity, she has extensive experience in supply chain and manufacturing operations, lean manufacturing, capacity planning, consumer research, and customer strategy. Candan has experience in both discreet and process manufacturing industries. Representative clients include Kia Motors, CAT, AGCO, Evergreen Paper, The Coca-Cola Company, General Motors, Chrysler, Ford Motor Company, The UCI-FRAM Group.

Kevin is a Senior Manager in the Strategy and Operations practice with over 13 years of Automotive experience. He is a former Nissan North America employee and a member of the firm's Global Automotive Practice. Kevin has significant sales operations and market planning experience with a focus on strategic pricing, volume forecasting, product positioning, and product lifecycle management. Kevin's project experience includes: product positioning and brand alignment strategy, pricing strategy and volume forecasting, product lifecycle management including incentive and advertising budget forecasting, order to delivery process improvement with a focus on build to order processes and infrastructure. His key clients include Toyota, Nissan, Honda, Kia, Hyundai and Mitsubishi.