



MKTG 712 - 212: MARKETING RESEARCH
Syllabus
FALL 2014

Instructor: Prof. Pinar Yildirim Honold

Office: 748 Huntsman Hall

E-Mail: pyild@wharton.upenn.edu

Phone: 215- 746 2369

Office Hours: Tuesdays 4pm-6pm

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

Course Website: Canvas

Class Dates & Times & Locations

August 28, 2014 – December 9, 2014

MKTG 712- 001 T/ TH 09:00- 10:30am JMHH G65

MKTG 212- 002 T/ TH 10:30- 12:00am JMHH G65

MKTG 712- 002 T/ TH 1:30 - 3:30pm JMHH G65

COURSE DESCRIPTION

This course is designed for the marketing students whose primary interests lie in statistical analysis and interpretation of data. Statistical methods and statistical software will be heavily utilized throughout the semester. In order to be successful in this course you must have a good understanding of statistical methods.

The purpose of this course is to help students acquire marketing research (MR) skills to execute 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

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

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

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

COURSE PROCEDURES

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. Some lectures will involve discussions of several sets of questions and mini cases. You are expected to participate in these activities.

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.

ASSESSMENT DETAILS

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

Group Assignments (40%)

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 on the due date.
- **Group Formation:** Students must organize themselves into **groups of at most 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 5, 2014; 5:00pm EST**. Please note that I am **not** responsible for finding a group for you.
- The assignments will be posted on Canvas.
- The assignments will address most of the following topics: Experimentation, Survey Design and Implementation, Regression, Logistic Regression, Multinomial Logit, Conjoint Analysis, Market Segmentation, and Factor Analysis.

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. 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.

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.**

Examination (50%)

The purpose of the exam is to encourage you to review the marketing research tools discussed in class. The exam is scheduled for the last day of the class and it will be posted on Canvas. You are welcome to consult your course book, bulkpack and notes and no other source (open- book, open-notes). You will have three hours to complete the exam, and you must complete it in a single contiguous three-hour time period.

- Always take your class notes as a starting point when studying for the exam. The textbook and readings serve supporting roles.

- No make-up exams will be scheduled.
- If a material discussed in class is not clear, please ask questions. I am here to help.
- The honor code applies. Do not speak to anyone about the exam until after the due date has passed.

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.

GUEST LECTURES

To demonstrate the use of data and MR in their own practice, multiple guest speakers from various will give talks over the semester. The speakers represent start-ups, small and large companies. They come from finance, consulting, services, technology, and MR firms. Each guest speaker will talk in two or three sections of MR course (schedule will be posted a week in advance). You are expected to **attend the guest lectures in your section, engage in discussion, and ask questions**. Speaker profiles and bios will be handed out and more information will be available closer to each guest lecture date.

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.

TENTATIVE SESSION PLAN

	DATE	SESSION	Details & Reading Materials	Book
1	TH 08/28/2014	Course Introduction and Research Design	BP <i>READING</i> : "Marketing Research"	Ch. 1-4
2	T 09/02/2014	Secondary Data I: Standard and New Resources	BP <i>READING</i> : "Building a Marketing Plan..."	Ch. 5, 6
3	TH 09/04/2014	Secondary Data II: Standard and New Resources	BP <i>READING</i> : "The Economics of..."	
4	T 09/09/2014	Primary Data Collection Methods: Exploratory Data Collection		Ch. 8
5	TH 09/11/2014	Initiating MR process	GUEST SPEAKER Roger Hurni Managing Partner, Off Madison Avenue	
6	T 09/16/2014	Causality and Experimentation I	BP <i>READING</i> : "Causal Inference" BP <i>READING</i> : "Getting the Most ..." Assignment #1 Posted	Ch. 13
7	TH 09/18/2014	New Data and Privacy	GUEST SPEAKER Naveen Agnihotri Chief Technology Officer, Lenddo	
8	T 09/23/2014	Causality and Experimentation II	BP <i>READING</i> : "EDLP, Hi-Lo and Margin ..." BP <i>READING</i> : "Consumer Heterogeneity..." Assignment #1 Due	
9	TH 09/25/2014	Questionnaire Design and Biases in Surveys	BP <i>READING</i> : "Questionnaire Design and Development" BP <i>READING</i> : "Why Satisfaction Surveys Fail" BP <i>READING</i> : "How Surveys Influence Customers" Assignment #2 Posted	Ch. 10-12

10	T	09/30/2014	Data Analysis and Visualization	BP READING: "An Economist's Guide..." BP READING: "Basic Techniques..."	Ch. 16
11	TH	10/02/2014	Regression Analysis & Understanding Causality	BP READING: "Forecasting with Regression..." BP READING: "McKinsey Staff Paper..." BP READING: "Using a Natural..."	Ch. 19
12	T	10/7/2014	Data Collection in Presidential Elections	Assignment #2 Due GUEST SPEAKER Andrew Cluster Former Deputy Chief Analytics Officer for President Obama	
	TH	10/9/2014	FALL BREAK		
13	T	10/14/2014	Logistic Regression: Applications to Marketing	Assignment #3 Posted	
14	TH	10/16/2014	Multinomial Logit		
15	T	10/21/2014	Conjoint Analysis I: Understanding What Consumers Want	BP READING: "New way to measure ..." BP READING: "Analyzing Consumer..."	Ch. 21
16	TH	10/23/2014	How to conduct MR for new products	Assignment #3 Due GUEST SPEAKER Stuart Carlaw Chief Research Officer, ABI Research	
17	T	10/28/2014	Conjoint Analysis II	BP READING: "Clark Materials..."	
				Assignment #4 Posted	
18	TH	10/30/2014	Market Segmentation: Identifying Common Characteristics	BP READING: "Angels and Devils..."	Ch. 20
19	T	11/ 4/2014	Conjoint Analysis and Segmentation Applications in Consulting	GUEST SPEAKER Candan Erenguc Rema Mounayer Consultants, Deloitte	
20	T	11/6/2014	Factor Analysis I	Assignment #4 Due	Ch. 20

21	T	11/11/2014	MR Applications in Consulting	GUEST SPEAKER Jonathan Gordon McKinsey
22	TH	11/13/2014	Market Segmentation and Experimentation in Facebook	GUEST SPEAKER Daniel Slotwiner Head of Measurement Solutions, Facebook
23	T	11/18/2014	Factor Analysis II Perceptual Maps	BP <i>READING</i> : "Methods for Producing..." Assignment #5 Posted
24	HT	11/20/2014	Data Collection in Start-ups	GUEST SPEAKER Ryan Rzepecki CEO, Social Bicycles
25	T	11/25/2014	TBA	GUEST SPEAKER
	TH	11/27/2014	THANKSGIVING BREAK- No class	
26	T	12/ 2/2014	Two-sided and Matching Markets	BP <i>READING</i> : "E-Harmony" Assignment #5 Due
27	TH	12/ 4/2014	Course Summary and Assessment Details	
28	T	12/ 9/2014	COURSE EXAM	

SPEAKER BIOS



Andrew Claster

Deputy Chief Analytics Officer for President Barack Obama

Andrew Claster, 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.



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 as one of New York's next big startups by Business Insider in 2013.



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

Deloitte

Candan is a Senior Manager in Strategy & Operations with 14 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.



Stuart Carlaw
Chief Research Officer

ABI Research

Stuart Carlaw leads ABI Research's analyst teams covering global technology markets. Stuart's primary responsibility is the management of industry research content, technology and market focus, subject matter guidance, product portfolio mix, custom and consulting as well as client engagements and strategic advisory provisioning. He brings to the task a deep understanding of the critical issues and technologies, stemming from his immersion in these markets for over decade as both an analyst and an engineer. Prior to joining ABI Research, Stuart was a Telecommunications Technician in the British Army, and then Senior Analyst and later Wireless Research Director at IMS Research. At IMS he was the primary Bluetooth analyst, and responsible for all short range wireless research. He has been quoted and published in a variety of industry and general media, including CNBC, BBC TV, BBC Radio 5, the Financial Times, the Wall Street Journal, EE Times and many more, and has spoken, moderated or participated in many industry events.



Roger Hurni
Managing Partner

Off Madison Avenue

Hurni is a Managing Partner at Off Madison Avenue. Prior to starting Off Madison Ave in 1998, he was part of the marketing team behind the development of brands when they were still in their infancy such as Doubletree Hotels and PetSmart. His international agency brand experience was further developed during his time at McCann-Erickson in San Francisco and through freelance assignments at TBWA Chiat/Day. While at those agencies, Roger worked on high profile accounts such as the ABC Network, Del Monte, Wells Fargo, Safeway, UPS Europe and Gillette Europe. He leveraged those learnings and took Off Madison Ave from a startup in his garage to a renowned agency in the Western United States, with capitalized billings of more than \$60 million. Off Madison Ave represents clients such as Nike, FileMaker, Cox Media, National Academy of Sports Medicine, Starwood Resorts and Hotels, P.F. Chang's, Pei Wei and Chipotle. Roger's work has been honored with many prestigious honors, including awards from The CLIOS, Cannes, ADDYs, Radio Mercury Awards and New York Festivals. Roger was awarded the honor of Ad Person of the Year in 2007 and was a 2003 Ernst & Young Entrepreneur of the Year Finalist.



Daniel Slotwiner
Head of Measurement Solutions

Facebook

Over the past decade, Daniel Slotwiner has held a variety of positions in the Market Research and Media Measurement industry. Starting with his work at Knowledge Networks, Daniel sought to improve panel management techniques and led many research initiatives concerned with improving representation, retention and weighting practices. This research led to important improvements in the measurement of consumer attitudes over the web and from panels more generally. At Google and Facebook, Daniel's research and responsibilities have focused on media measurement and ad effectiveness. Today, he leads the Advertising Research team at Facebook.



Jonathan Gordon
Principal

McKinsey

Jonathan is a global leader of McKinsey's Marketing Return on Investment as well as Branding service lines. He focuses on marketing issues within the consumer packaged goods industry in particular, with an emphasis on portfolio and brand strategy, marketing ROI, marketing organization, and marketing capability building. Since he joined McKinsey, Jonathan has served many consumer clients across a range of categories. His recent engagements include leading brand and portfolio strategy for a leading beer company, developing a marketing capability development for a major beverage company, and maximizing marketing channel returns for a global foods company.

Naveen Agnihotri
CTO

Lenddo

Naveen's background is that he has a PhD in neuroscience from Columbia University, where he worked with Nobel laureate Eric Kandel on how patterns in the brain lead to the storage of memories. He then continued his research in computational neuroscience at MIT, where he worked with artificial neural network algorithms that make computers behave more like the brain. He left MIT in 2005 to start the image recognition company Milabra, where he created the world's first web based service to automatically classify video and images for publishers and businesses. Naveen is passionate about the power of social media to bring communities together in new ways, and considers himself fortunate that his background and training has prepared him to tackle the big data problem and provide financial services where they are most needed.