



**Marketing Research
Fall 2014
Prof. Dante M. Pirouz**

Course Syllabus

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Welcome to Marketing Research!!

Data are a critical asset to any successful company. If used effectively, they can offer a strong basis for better decision making. Technology has allowed us access to more and faster data. Even with this deluge of data, smart decisions aren't an automatic outcome. A key question for many companies today is whether more data automatically lead to better insights. It takes a well-trained manager to plan the process of data collection and analysis and to ultimately interpret those results for the organization.

In this class we will focus on:

- 1) Effectively articulating the critical managerial problem(s) at hand;
- 2) Designing a plan of research that will focus on understanding the research question(s) that will give insight to the problem;
- 3) Collecting the data necessary to answer the research question(s);
- 4) Analyzing the data and interpreting the results in order to present a cohesive set of recommendations.

We will accomplish this by integrating readings, cases and real-world examples to bring to life the current state of marketing research. The ultimate goal of any marketing research plan is to generate a rich and accurate view of the business environment in order to allow the management to team to make optimal business decisions. This is what will work towards.

COURSE COMPONENTS

Cases

Cases play the central role in this course. Some of these cases are long and quite complex. Many will resemble challenges that your organization has encountered in the past or will face in future. At times, you may find it uncomfortable to make decisions because key pieces of information will be missing; in such situations, as in your own businesses, you will have to make reasonable assumptions in order to arrive at a decision. In our discussion of the cases, strive to develop your own personal frameworks for marketing decision-making.

Our brief lecture/discussions will provide you with some ideas, but ultimately it is your responsibility to develop frameworks with which you feel comfortable. In order to get the maximum benefit from our discussion of cases, it is essential that you **thoroughly** prepare for each class. This requires much more than simply reading the case, or answering the questions posed on the assignment sheet. For each case, you should do a comprehensive analysis of the situation, and arrive at a personal decision as to what strategy the particular organization should adopt. **Always try to take a personal position** before the team meeting. Defend it, based on data and analysis, but be prepared to change your position if appropriate. Having prepared the case, be willing to participate actively in the class discussion. This will help develop your skills in articulating and defending a position. You will find the course much more interesting and stimulating when you actively participate.

Lectures/Discussions

In several of the classes, we will have short lectures/discussions on some of the key issues raised. These will be designed to organize and complement materials covered in cases.

Course Materials

The course bulk pack contains the cases and readings we will use in class. The required textbook for the class is Marketing Research: Methodological Foundations, Dawn Iacobucci and Gilbert A. Churchill, 10th Edition. This book provides an overview of key marketing research concepts.

ASSESSMENT

Your final grade in the course will be based on both individual and group work. The evaluation is as follows:

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| • Exam | 30% |
| • Two Assignments (to be described) | 20% |
| • Group Project Assignment—paper due last day of class | 30% |
| • Class Contribution | 20% |

Please note that no late assignment will be accepted. The due dates for the assignments are listed on the course schedule, and a more detailed outline of the evaluation procedure and requirements is included at the end of this document.

Class Contribution

Since the richness of the classroom experience for all of us is heavily dependent on thorough preparation and high quality class contributions, a significant proportion of your grade will be based on the value of these contributions. Highly valued contributions to the learning of others include:

- Starting the discussion in a useful way;
- Pursuing the logic advanced by others;
- Offering constructive criticism;
- Redirecting the discussion to valuable areas;
- Summarizing;
- Emphasizing generalizable learning points;
- Sharing economic and financial analysis;
- Playing roles with obvious knowledge of the situation and characters;
- Participating in special presentations; and
- The rigorous but not stubborn defence of a well-articulated position.

Negative contribution such as lack of preparation, negative or irrelevant comments and weak positions lower the contribution evaluation. Failure to participate over a number of classes automatically earns you a failing grade on class contribution. Ad hoc comments may be noted, but do not carry great weight. Infrequent contributors are encouraged to break the ice and get in the discussions. It adds to your learning experience and that of others. People who find it easier to get in the discussion will be encouraged to pick their spots carefully in order to get the most from their opportunities. If you have any concerns or difficulties with contribution, please make an appointment with me to discuss them.

Special Note on Class Absence

I, and your classmates, expect your attendance at all class sessions because quite a lot of the learning in this class derives from interaction and discussion in class sessions. If you are going to miss a class, please inform me in advance. I expect you to do your best to prepare the material for that class and to meet with your classmates post session to discuss the key learning conclusions during the session. If you miss a class (whether excused or unexcused), you will not receive any contribution credit for that class; there is no way to “make up” for a missed day.



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Tentative Course Schedule
(Please note that this schedule is subject to change)

CLASS	TOPIC	CASE/READINGS	CHAPTERS	DUE
1	Introduction to Marketing Research	-	-	
2	The Research Process	Reading: Marketing Research: An Overview of Research Methods	1 and 3	
3	Research Design	Reading: The Market Research Encyclopedia	10	
4	Using Secondary Sources	Case: The Piercer	7	List of group members for final project
5	Marketing Problems, Data Analysis, Hypotheses Testing	Case: The Coop	15 and 16	
6	Primary Data Collection	-	8	
7	Guest Speaker	-	-	
8	Survey Design and Sampling	Case: The Springfield Nor'easters Maximizing Revenues in the Minor Leagues	9, 11 and 12	One-page problem definition
9	Experimental Design	Reading 1: A Step by Step Guide to Smart Business Experiments Reading 2: Designing Marketing Experiments	6	
10	Correlation and Regression Analysis	Reading: Forecasting with Regression Analysis	17	
11	Conjoint Analysis	Reading 1: Conjoint Analysis: A Manager's Guide Reading 2: New Way to Measure Consumers' Judgment	Appendix 17 (pp. 463-476)	
12	Factor Analysis	Reading: Analyzing Consumer Perceptions	18, pp. 491-506	Short assignment #1
13	Chi-square and	-	Appendix 14,	

	ANOVA analysis		pp. 378-382 and Appendix 16, pp. 428-438	
14	Qualitative Methods	Reading: Hybrid Insights: Where the Quantitative Meets the Qualitative	4	
15	Exam Review	-	-	
16	Midterm Exam	-	-	Exam
17	Forecasting Demand	Case: TruEarth Healthy Foods Reading: How to Choose the Right Forecasting Method	-	
18	New Media Data	Reading 1: Online Metrics: What Are You Measuring and Why? Reading 2: Unlocking the Big Promise of Big Data	-	
19	Decision Neuroscience	Case: Campbell's Soup	-	
20	Thinking Strategically about Marketing Research	Reading: Cost Conscious Marketing Research	-	Short assignment #2
21	The Marketing Research Industry	Case: Nielsen: Market Research for Pantene	-	
22	Guest Speaker	-	-	
23	International Marketing Research	Exercise: Lifestraw	-	
24 and 25	In-class Project Presentations	-	-	Final project