Course Syllabus and Schedule

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Administrative
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Office Hours: By appointment

Required Text: Churchill and Iacobucci, Marketing Research (10th Ed)

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

Software: SPSS (available in computer labs)

Website: Canvas course website

Additional materials and announcements will be posted via Canvas

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, collecting data, analyzing it and drawing inference, with a view to making better marketing decisions. To this end, the course is organized into two basic parts: (1) Data Collection and Research Design, and (2) Tools and Applications of Market Research. In essence, it is an applied statistics course where we focus on inference from marketing research data.

Course materials and Approach

In this course we will use a variety of readings, cases and computer-based exercises. The course bulk-pack contains selected cases and the most important readings that are required for the course. Additional material will be distributed as needed. The readings are designed to introduce marketing research concepts and principles. Cases will allow us to examine, in detail, the

application of particular marketing research approach and techniques. The textbook will serve as background and general readings that will allow you to better understand the material discussed in class.

The computer and data-based exercises are designed to give you "hand-on" experience with marketing research analyses. Thus, the course is designed to help you become an intelligent consumer and producer of marketing research.

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 and is widely used in the industry and is integrated into the textbook. You are not required to do your assignments in SPSS; however, I can't promise you technical support if you use other software.

Assessment

Your final grade in the course depends on the following components.
1. Class Participation   10%
2. Group Assignments   40%
3. Final Exam (individual)   50%

The due dates for the assignments are listed on the course schedule. No late assignment will be accepted. A more detailed outline of the evaluation procedure and requirements is included at the end of this document.

Group Formation

Students must organize themselves into **groups of 3-4** 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 **Tuesday, January 22nd**. Please note that I am not responsible for finding a group for you.

Schedule of Class Meetings

The following lists each of the class sessions, the expected topics and the bulk-pack readings (BP) you are required to do. The class schedule also includes the deadlines for each of the assignments to be handed in.

In most instances I will not lecture from the textbook, but will assume that you have read the relevant material prior to coming to class. Nevertheless, we will discuss issues related to textbook material during the class and there will be opportunities for clarification.

Note: the class schedule below is tentative and subject to change.

Tentative Course Schedule

Date	Session #	Topic, Readings, Cases, Assignments	Book chapters
Th. Jan. 15	1	**Introduction and Research Design** • " Marketing Research" (BP) • "Backward Market Research" (BP)	Ch. 1,3,4
Tu. Jan.20	2	**The Value of Marketing Research** Case: TruEarth Healthy Foods	
Th. Jan.22	3	**Secondary Data** Case: Communispace	Ch. 7
Tu. Jan.27	4	**Primary Data** Case: The Coop	Ch. 8
Th. Jan.29	5	**Experiments**	Ch. 6
Tu. Feb.3	6	**Questionnaire Design & Attitude Measurement** • " Analyzing Consumer Perceptions" (BP)	Ch.9, 10
Th. Feb.5	7	**Guest Speaker #1**	
Tu. Feb.10	8	**Basic Data Analysis**	Ch. 14,15
Th. Feb.12	9	**Regression Analysis I** • "Forecasting with Regression Analysis" (BP) • " Four Steps to Forecasting Total Market Demand" **Due: Assignment #1**	Ch. 17
Tu. Feb.17	10	**Regression Analysis II** • Case: Quality Kitchen's Meat Loaf Mix	Ch. 17
Th. Feb.19	11	**Conjoint I** • "Conjoint Analysis: A Manager's Guide"(BP)	
Tu. Feb.24	12	**Conjoint II** Case: Portland Trail Blazers • "A Practical Guide to Conjoint Analysis" (BP)	Appendix 17

Date	Session #	Topic, Readings, Cases, Assignments	Book chapters
Th. Feb.26	13	**Guest Speaker #2**	
Tu. Mar.3	14	**Logistic Regression** **Due: Assignment #2**	
Th. Mar.5	15	**Case Discussion: Star Digital**	
Tu. Mar.17	16	**Cluster Analysis** "Cluster analysis for segmentation" (BP)	Ch. 18
Th. Mar.19	17	**Factor Analysis I**	Ch. 18
Tu. Mar.24	18	**Factor Analysis II** **Due: Assignment #3**	Ch. 18
Th. Mar.26	19	**Guest Speaker #3**	
Tu. Mar. 31	20	**Perceptual Map** • "Analyzing Consumer Perceptions" (BP) • "Perceptual Mapping: A Manager's Guide" (BP)	Ch. 18
Th. Apr.2	21	**Online Marketing**	
Tu. Apr.7	22	**Guest Speaker #4** **Due: Assignment #4**	
Th. Apr. 9	23	**Multinomial Logit**	
Tu. Apr. 14	24	**Guest Speaker #5**	
Th. Apr. 16	25	**Case Discussion: Ford KA**	
Tu. Apr. 21	26	**Marketing Research in Social Media** **Due: Assignment #5**	
Th. Apr. 23	27	**In class Data Analysis Project**	
Tu. Apr. 28	28	**Course Review**	

Assessment Details

1. Class Participation (10%)

Your class participation score is based on both attendance and active participation in class discussion. Please bring your name card to each class.

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 at times "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.

If you must miss a class, please email me in advance (**qshen@wharton.upenn.edu**). Each student is allowed 3 absences which are inclusive of all rationales such as illness, travel and interviews. Additional absence results in loss in class participation score. A student missing more than 30% of classes will receive zero class participation grade.

2. Group Assignments (40%)

The purpose of these exercises is to give you "hand-on" experience with data analyses. These assignments will help clarify the concepts and techniques discussed in the classroom. The due dates are given in the class schedule.

Please note that:
- Each assignment counts equally towards the final grade.
- All assignments are due as **hard-copy in class.**
- No late assignment will be accepted.

3. Final Exam (Individual) (50%)

The exam is open-book take-home exam. The schedule of the final exam will be discussed in class at the end of the semester.