Course Syllabus and Schedule

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Recommended Text: 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: JMP, although you can use your favorite Statistics Package if you wish.

Course Website: Canvas

GroupAssignments: *(i)* There will be 6 <u>group</u> assignments due during the semester.
(ii) All assignments are due **hard-copy in class** and will be returned in class within two weeks following the assignment due date.
(iii) Group formation is discussed below.
(iv) The due dates of the group assignments are as follows:
Assignment 1: Due Feb 3rd, 2015
Assignment 2: Due February 19th, 2015
Assignment 3: Due March 3rd, 2015
Assignment 4: Due March 24th, 2015
Assignment 5: Due April 9th, 2015
Assignment 6: Due April 23rd, 2015
(v) Assignments will be posted on Webcafe on the day that they are "handed out".

Guest Speakers: I will have 6-7 Guest Speakers during the semester.

Final Examination: Take home examination. Exam will be posted on Canvas.

Overview and Objectives

The goal of the course is to familiarize students with the fundamentals of Marketing Research. Marketing Research involves developing research questions, collecting data, analyzing it and drawing inferences, with a view to making better business 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, this is an Applied Statistics course where we focus on inference from Marketing Research data.

Course Materials and Approach

In the course we will use a variety of readings, cases and computer-based exercises. The most important readings and complete list of cases are contained in the course bulkpack. Lecture notes and additional handouts will be made available throughout the semester. 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 approaches and techniques. For all of the cases in the course, I will provide you with a set of questions to help focus your preparation.

The computer and data-based exercises are designed to give you "hands-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 JMP statistical software package. You are <u>not</u> required to do your assignments in JMP; however, I can't promise you quality support if you choose a package that I do not know.

Assessment

Your final grade in the course will be based on class participation (case preparation and general contribution), written assignments, and a final examination. The evaluation is as follows:

A. Class Participation   10%
B. Group Assignments   40%
C. Final Examination (individual)   50%

Please note that **no late assignments will be accepted**. All written work is due on the specified date. The due dates for the assignments are listed on the course schedule. A more detailed outline of the evaluation procedure and requirements for A through C is included at the end of this document. Please refer to this detailed section before preparing for each assignment.

Group Formation

Students must organize themselves into **groups of 3 to 5** 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 **Wednesday, January 22nd, 2015; 5:00pm EST.** Please note that I am **not** responsible for finding a group for you.

Schedule of Class Meetings

Lecture #	Date	Topic, Readings, Cases	AKLD
1	Jan 15	Course Introduction and Research Design *READING:* "'Backward' Market Research"	Ch. 1, 2
2	Jan 20	The Value of Marketing Research – Go / No go Decisions Case: TruEarth Health Foods **Assignment # 1 Handed Out**	
3	Jan 22	Secondary Data Case: Communispace **Group Assignments Due on January 22nd, 5:00pm EST**	Ch. 5, 6
4	Jan 27	Primary Data Case: The Coop	Ch. 8
5	Jan 29	Experiments *READING:* "EDLP, Hi-Lo and Margin	Ch. 13
6 …"	Feb 3	Guest Speaker #1 **Assignment # 1 Due on Feb 3rd** **Assignment # 2 Handed Out**	
7	Feb 5	Surveys	Ch. 11, 12
8	Feb 10	Sample Size	Ch. 14, 15
9	Feb 12	Simple Data Analysis	Ch. 16
10	Feb 17	Hypothesis Testing	Ch. 17, 18
11	Feb 19	Regression Analysis - I *CASE:* Nopane Advertising In class exercise **Assignment # 2 Due on Feb 17th** **Assignment # 3 Handed Out**	
12	Feb 24	Regression Analysis - II *CASE*: Quality Kitchen's Meatloaf Mix	
13	Feb 26	Logistic Regression Reading: On Canvas	

14	Mar 3	Conjoint Analysis I	Ch. 22

Assignment # 3 Due on Mar 3rd
Assignment # 4 Handed Out

15	Mar 5	Conjoint Analysis II

CASE: Portland Trailblazers

16	Mar 17	Market Segmentation	Ch. 21

17	Mar 19	Guest Speaker #2

18.	Mar 24	Customer Value Analysis

Assignment # 4 Due on March 24th

19	Mar 26	Guest Speaker #3

Assignment # 5 Handed Out

20	Mar 31	Factor Analysis I.	Ch 21

21	Apr 2	Factor Analysis II

22	Apr 7	Guest Speaker #4

23	Apr 9	Perceptual Maps	Ch 22

READING: "Perceptual Mapping: A Manager's…"

Assignment # 5 Due on April 9th
Assignment # 6 Handed Out

24	Apr 14	Guest Speaker #5

25	Apr 16	Multinomial Logit

26	Apr 21	Guest Speaker # 6

27	Apr 23	Ford KA case

Assignment # 6 Due on April 23rd

28	Apr 28	Wrap up

Assessment Details

A. Contribution to Class Discussion (10%)

I expect you to be on time to 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. I will "cold call" throughout the ensuing discussion. Please be prepared.

Some class sessions in this course follow a case discussion format. The assigned cases are intended to give you practice 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..

Keep in mind that your grade for class participation is not simply a function of the amount of "air time" you take up. 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 (45%)

The assignments will be put in Canvas. There will be six assignments, addressing the following six topics:

(1) Backward Marketing Research – 5%
(2) Survey Design – 5%
(3) Hypothesis Testing / Regression – 10%
(4) Conjoint Analysis and Market Segmentation – 10%
(5) Factor Analysis – 5%
(6) Ford KA: 10 %

C. Final Examination (45%)

It is open-book and open-notes. The schedule of the final examination is that it will be posted on canvas the last day of class and due roughly 7 days later. We will discuss this in detail at the end of the semester.