



## MKTG 212: Data and Analysis for Marketing Decisions

Fall 2015

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Office Hours	By appointment
Recommended Text	Aaker, David A., V. Kumar, Robert P. Leone, and George S. Day Marketing Research (11 <sup>th</sup> Ed.), Wiley (ISBN: 978-1118156636)
Required Bulkpack	Please obtain. There are cases and assigned readings.
Course Software	IBM® SPSS® Statistics, although you can use your favorite statistics package if you wish.
Course Website	Canvas

### 1. 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. The objectives of this course are:

- To improve the student's problem definition skills. To properly engage in marketing research it is critical to assess when and how this research should be performed.
- To evaluate research design and data collection. Students will be introduced to sources of data and corresponding procedures to analyze these types of data.
- To provide the student with the necessary skills to implement a research design: selection of a data collection method, development of the data collection instrument, sample design, and the actual collection of the data.
- To be able to competently review and criticize research, appraise its usefulness to management, and have some experience with certain phases of the research process.

To achieve these objectives we will use a combination of lectures, cases, class discussion, and hands-on exercises in marketing research. Assignments will be in the form of readings from the text and case preparation, and data analysis exercises.

## 2. 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.

## 3. Course Software

Statistical analyses in lecture will be demonstrated using the SPSS statistical software 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.

## 4. 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:

- Class Participation 10%
- Group Assignments 45%
- Final Examination (Individual) 45%

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 procedures and requirements is included below.

### 4.1 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.

### 4.2 Group Assignments (45%)

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

- Backward Marketing Research 5%
- Survey Design 5%
- Factor and Cluster Analysis 8%
- Regression Analysis 7%
- Conjoint Analysis 10%
- Ford KA 10%

### **4.3 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.

### **5. 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 Thursday, September 3, 2015; 5:00pm EST. Please note that I am not responsible for finding a group for you.

### **6. Class Guidelines**

- Attendance: Regular late attendance will affect class participation grade. If late, you must enter through the back door and sit in the back row. On days with guest speakers, NO late attendance is allowed.
- Cell phones must be turned off. Regular interruptions will affect class participation grade.
- Laptops may be open for classroom work only.

## 7. Schedule of Class Meetings

In most instances I will assume that you have prepared the relevant material prior to coming to class. Nevertheless, we will discuss issues related to reading materials during the class and there will be opportunities for clarification. The schedule of sessions may be modified slightly to accommodate guest speakers.

Tuesday	Thursday
	1. 8/27: Course Introduction and Research Design
2. 9/1: Primary Data	3. 9/3: Guest Speaker: Peter Valenti <b>Group Formation Due on 9/3 5:00pm EST</b>
4. 9/8: Secondary Data	5. 9/10: Business Experiments I
6. 9/15: Business Experiments II <b>Assignment 1 Due on 9/15</b>	7. 9/17: Guest Speaker: Nathan Richter
8. 9/22: Measurement and Scaling	9. 9/24: Questionnaire Design I
10. 9/29: Questionnaire Design II	11. 10/1: Sampling and Sample Size
12. 10/6: Guest Speaker: Jason Whitney <b>Assignment 2 Due on 10/6</b>	<b>Fall Break</b>
13. 10/13: Fundamentals of Data Analysis	14. 10/15: Hypothesis Testing
15. 10/20: Factor Analysis	16. 10/22: Cluster Analysis
17. 10/27: Regression Analysis I	18. 10/29: Regression Analysis II <b>Assignment 3 Due on 10/29</b>
19. 11/3: Regression Analysis III	20. 11/5: Conjoint Analysis I
21. 11/10: Conjoint Analysis II <b>Assignment 4 Due on 11/10</b>	22. 11/12: Guest Speaker: Jeff Rothman
23. 11/17: A Complete Analysis	24. 11/19: Guest Speaker: Chetna Bansal
25. 11/24: Perceptual Maps <b>Assignment 5 Due on 11/24</b>	<b>Thanksgiving</b>
26. 12/1: Guest Speaker: Katia Facchetti	27. 12/3: Ford Ka <b>Assignment 6 Due on 12/3</b>
28. 12/8: Course Wrap-up	

## 8. Tentative Schedule of Class Meetings

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### **Class 1: Course Introduction and Research Design**

Thursday, August 27

#### **Objectives**

- To establish learning objectives of this course
- To understand the basics of Marketing Research

#### **Readings**

- 'Backward' Market Research
  - Chapters 1 and 2
  - Optional: Chapters 3 and 4
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### **Class 2: Primary Data**

Tuesday, September 1

#### **Objectives**

- To introduce the different types of primary data
- To introduce qualitative research methods
- To discuss "The Coop: Market Research" case

#### **Readings**

- The Coop: Market Research
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### **Class 3: Guest Speaker: Peter Valenti**

Thursday, September 3

#### **Objectives**

- To discuss cases which can reinforce the importance of Marketing Research in driving strategic marketing/business decisions

**Group Formation Due on 9/3 5:00pm EST**

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### **Class 4: Secondary Data**

Tuesday, September 8

#### **Objectives**

- To introduce the various secondary data sources
- To discuss "Communispace" case

#### **Readings**

- Communispace
  - Chapters 5 and 6
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### **Class 5 and Class 6: Business Experiments I and II**

Thursday, September 10 and Tuesday, September 15

#### **Objectives**

- To understand the importance of business experiments
- To discuss how to set up experiments
- To understand how to test variations in many different variables at once

**Readings**

- How to Design Smart Business Experiments
- A Step-by-Step Guide to Smart Business Experiments

**Assignment 1 Due on 9/15: Account for 5% of Course Grade**

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**Class 7: Guest Speaker: Nathan Richter**

Thursday, September 17

**Objectives**

- To discuss cases which can reinforce the importance of business experiments in practice
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**Class 8: Measurement and Scaling**

Tuesday, September 22

**Objectives**

- To introduce the concept of measurement and scaling in marketing research
- To discuss the different scales in measuring consumers' attitude in marketing research

**Readings**

- Chapter 11
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**Class 9 and Class 10: Questionnaire Design I and II**

Thursday, September 24 and Tuesday, September 29

**Objectives**

- To introduce the concept of questionnaire design
- To learn to recognize the characteristics of a good questionnaire

**Readings**

- Chapter 12
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**Class 11: Sampling and Sample Size**

Thursday, October 1

**Objectives**

- To introduce the concepts of the sampling process
- To learn the differences between sample and non-sampling errors
- To show how to calculate sample size

**Readings**

- Chapters 14 and 15
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**Class 12: Guest Speaker: Jason Whitney**

Tuesday, October 6

**Objectives**

- To discuss cases which can reinforce the importance of survey research

**Assignment 2 Due on 10/6: Account for 5% of Course Grade**

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**Class 13: Fundamentals of Data Analysis**

Tuesday, October 13

**Objectives**

- To discuss the analysis methods of different types of data
- To refresh your knowledge of basic statistics

**Readings**

- Chapter 16

**Dataset**

- PCsUnlimited.SAV
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**Class 14: Hypothesis Testing**

Thursday, October 15

**Objectives**

- To understand the hypothesis testing procedure
- To learn how to determine the association between variables
- To understand tests of means and proportions

**Readings**

- Chapters 17 and 18

**Dataset**

- Dining.SAV
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**Class 15: Factor Analysis**

Tuesday, October 20

**Objectives**

- To understand the concepts and the need for factor analysis
- To discuss different methods of factor analysis
- To discuss how to interpret the factor solutions, and use the output for strategic decisions

**Readings**

- Chapter 20

**Dataset**

- Class15.SAV and Dining.SAV
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**Class 16: Cluster Analysis**

Thursday, October 22

**Objectives**

- To understand the concepts and the need for cluster analysis
- To discuss the different methods for cluster analysis
- To discuss how to interpret the cluster solutions, and use the output for strategic decisions

**Readings**

- Chapter 20

**Dataset**

- Class16.SAV and Dining.SAV

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**Class 17, Class 18, and Class 19: Regression Analysis I, II, and III**

Tuesday, October 27, Thursday, October 29, and Tuesday, November 3

**Objectives**

- To explain the procedure adopted to estimate the regression parameters
- To interpret the meaning of parameter estimates
- To discuss the applications of regression analysis
- To analyze a real-world example of using regression analysis in business decision making

**Readings**

- Nopane Advertising
- Chapter 19

**Dataset**

- Class17.SAV, Class18.SAV, Class19.SAV, Dining.SAV, and NoPane.SAV

**Assignment 3 Due on 10/29: Account for 8% of Course Grade**

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**Class 20 and Class 21: Conjoint Analysis I and II**

Thursday, November 5 and Tuesday, November 10

**Objectives**

- To introduce the concept and need for conjoint analysis
- To discuss how to interpret the solution of conjoint analysis
- To demonstrate the application of conjoint analysis

**Readings**

- A Do It Yourself Guide
- Chapter 21

**Dataset**

- Class20.SAV

**Assignment 4 Due on 11/10: Account for 7% of Course Grade**

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**Class 22: Guest Speaker: Jeff Rothman**

Thursday, November 12

**Objectives**

- To discuss cases which can reinforce the importance of Marketing Research in driving strategic marketing/business decisions

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**Class 23: A Complete Analysis**

Tuesday, November 17

**Objectives**

- To demonstrate how all analytics covered in class can be integrated

**Dataset**

- Exercise.SAV



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**Class 24: Guest Speaker: Chetna Bansal**

Thursday, November 19

**Objectives**

- To discuss cases which can reinforce the importance of Marketing Research in driving strategic marketing/business decisions

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**Class 25: Perceptual Maps**

Tuesday, November 24

**Objectives**

- To introduce the concept and need for perceptual maps
- To discuss how to interpret the solution of multidimensional scaling

**Readings**

- Perceptual Mapping: A Manager's Guide
- Chapter 21

**Dataset**

- Class25a.SAV and Class25b.SAV

**Assignment 5 Due on 11/24: Account for 10% of Course Grade**

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**Class 26: Guest Speaker: Katia Facchetti**

Tuesday, December 1

**Objectives**

- To discuss cases which can reinforce the importance of Marketing Research in driving strategic marketing/business decisions

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**Class 27: Ford Ka: The Market Research Problem (A)**

Thursday, December 3

**Objectives**

- To understand the fundamental problem of market segmentation and target selection
- To discuss "Ford Ka" case

**Readings**

- Ford Ka: The Market Research Problem (A)

**Assignment 6 Due on 12/3: Account for 10% of Course Grade**

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**Class 28: Course Wrap-Up**

Tuesday, December 8

**Objectives**

- To review and synthesize the lessons from Marketing Research