



MKTG 712: Data and Analysis for Marketing Decisions

Fall 2015

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| Administrative Coordinator | Karen Ressler, resslerk@wharton.upenn.edu |
| Teaching Assistant | Tong (Joy) Lu, tonglu@wharton.upenn.edu |
| Office Hours | By appointment |
| Recommended Text | Aaker, David A., V. Kumar, Robert P. Leone, and George S. Day Marketing Research (11 th 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:

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| • 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:

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| • 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 |
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| | 1. 8/27: Course Introduction and Research Design |
| 2. 9/1: Primary Data | 3. 9/3: Guest Speaker: Peter Valenti Group Formation Due on 9/3 5:00pm EST |
| 4. 9/8: Secondary Data | 5. 9/10: Business Experiments I |
| 6. 9/15: Business Experiments II Assignment 1 Due on 9/15 | 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 Assignment 2 Due on 10/6 | Fall Break |
| 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 Assignment 3 Due on 10/29 |
| 19. 11/3: Regression Analysis III | 20. 11/5: Conjoint Analysis I |
| 21. 11/10: Conjoint Analysis II Assignment 4 Due on 11/10 | 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 Assignment 5 Due on 11/24 | Thanksgiving |
| 26. 12/1: Guest Speaker: Katia Facchetti | 27. 12/3: Ford Ka Assignment 6 Due on 12/3 |
| 28. 12/8: Course Wrap-up | |

8. Tentative Schedule of Class Meetings

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

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

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

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

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

Class 7: Guest Speaker: Nathan Richter

Thursday, September 17

Objectives

- To discuss cases which can reinforce the importance of business experiments in practice

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

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

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

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

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

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

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

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

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

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

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

Class 23: A Complete Analysis

Tuesday, November 17

Objectives

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

Dataset

- Exercise.SAV

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

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

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

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

Class 28: Course Wrap-Up

Tuesday, December 8

Objectives

- To review and synthesize the lessons from Marketing Research