

Course Syllabus

MKTG 381: Marketing Analytics

Instructor: Professor Ed Love

MKTG 381 MARKETING RESEARCH Prof. Ed Love Course Syllabus

What it's all about:

This course is designed to provide you with a broad understanding of market research methods used in better-managed firms. My intent is to provide you with the basic tools necessary to conduct useful market research and to help you become judicious consumers of research created by others.

A firm's ability to collect, analyze, and act on data can be an important source of competitive advantage. Marketing research specifies the information required to define marketing opportunities, evaluate marketing actions, and monitor marketing performance. It can provide most valuable insights for understanding customers, investigating markets, and analyzing new situations. As such, marketing research is both a supporting tool and a strategic asset.

The course is designed to provide a general overview of the various aspects of marketing research with a focus on quantitative, data-based analysis. Topics to be covered include research design, questionnaire construction, sampling, and selected techniques for analyzing data. The applied approach of the course also gives students the opportunity to complete a real world marketing research project.

General Expectations:

Discussion is welcome as an important part of the learning process, and students are expected to actively participate in class. Although the ability to express yourself will help you to succeed as professionals, I understand that some students can be very uncomfortable speaking in front of others. If this is true for you, let me know by week 2 of the quarter and I will find other ways for you to get participation points.

Class projects should be considered professional deliverables that a) demonstrate your proficiency with class material, b) provide valuable market insight to your client, and c) are professional in presentation and very well written.

Textbook and Readings

Required: Burns and Bush, *Marketing Research*, 5th edition, 2006

SPSS Student Version – available on the CD that comes with your textbook
SPSS is also available in all of the computer labs on campus

TEXTBOOK WEBSITE (you'll need this): http://wps.prenhall.com/bp_burns_research_5

SPSS Student Assistant website (you'll need this too):

<http://www.mktgresearch.com/4eWebsite/Students/StudentAssist/SPSSSAMenu.htm>

Student Evaluation

The evaluation (final grade) will be based on your participation in classroom discussions, contribution to the team project (an applied marketing research project), and performance on three examinations:

Examinations	30%
Research project	30%
Cases	15%
Class participation	10%
Assignments	15%

Regular and informed classroom discussions will be used to evaluate your in-class performance. In addition, there will be specific team assignments for statistical analysis using the SPSS for Windows software. You are also expected to make a full contribution to your team research project. At the completion of the project, you will evaluate the performance of all team members, and your teammates' evaluations of you will have an impact on your grade.

Research Project

The best way to understand the essential elements of marketing research is by doing some. In order to gain practical experience with various aspects of survey research, you will participate in a team of market researchers to carry out an applied marketing research project. The student project is designed to accompany the textbook assignments, classroom lectures and discussions. The project provides a means of guiding you through each step of the research process. As we go through various stages of the process, you will be able to implement the acquired knowledge directly in your team project. It is the best learning experience in the course, and will provide you with valuable professional experience.

It will be up to you to find a suitable client. Clients can be for-profit or non-profit organizations here in Bellingham, preferably on campus. There must be an actual person or persons acting as your client and with whom you negotiate the details of the research. The choice of the project and type of issues selected for investigation will, in part, reflect your backgrounds and interests. In

solving the marketing research problem, you should draw upon a broad range of topics and applications of techniques covered in the course. However, the nature and scope of the project should be realistically determined given the time constraint of the quarter system.

The project is an important part of the course. The success of the project depends on your ability to select a well-defined topic early, to make a serious individual commitment, and to develop an effective group organization. The general breakdown for how the project will be graded is as follows:

Research proposal	June 30	10%
Survey questionnaire	July 06	10%
Analysis plan	July 21	10%
Presentations	July 28	20%
Project report	July 28	50%

This is a time consuming exercise, requiring that you meet as a team outside the class during the quarter. In addition to group discussions, you may ask questions on various topics related to your project during the class sessions. I also encourage you to discuss your project on a regular basis during my office hours or by special appointment.

Cases

On most Wednesdays, class will begin with a 15-minute case presentation and discussion. Each group will be responsible for leading two of these during the quarter. The team may choose either the case listed in the syllabus, from other cases available from the instructor, or from a relevant article that you think is interesting (these articles should be from a business magazine newspaper like Advertising Age, The Wall Street Journal, Financial Times, etc.). All cases must be approved by the instructor and made available to the rest of the class one week before the presentation.

Each presentation should be done in PowerPoint and include an overview of the situation described in the case, the presenters' interpretation of the research problem, specific research questions that need to be answered, an overview of the research process that the presenters recommend using to answer these questions, and a discussion/Q&A time in which the rest of the class will share their opinions.

PowerPoint slides should be emailed to the instructor by the end of the presentation day.

Cases will be evaluated both on the quality of the analysis and the effectiveness and professionalism of the delivery. The overall case grade will also be determined by the student's contribution to case discussions.

Although the entire team may work on both presentations, I recommend having half the team responsible for one and half the team responsible for the other.

Workshops

To help you in the process of conducting your team research project, I have scheduled a few workshops during the quarter. The objective of these workshops is to provide extra sessions, focused more directly on relevant topics related to specific team projects. I will meet with the entire group to review your research proposal, survey questionnaire, and analysis plan.

Grade Scale:

Grade	% Range	Explanation
A	94-100	Exceptional work, ready to apply concepts in professional environment
A-	90-93.9	Exceptionally good work, link concepts but missing a minor point
B+	87-89.9	Excellent work but missing more than one minor issue
B	84-86.9	Very good work
B-	80-83.9	Very good work but missing a key point (or several small ones)
C+	77-79.9	Good work but lacking on several issues
C	74-76.9	Adequate
C-	70-73.9	Meets course requirements
D	64-69.9	Below expectations, does not meet course requirements
F	Below 64	Unacceptable work

Course Outline (subject to change)

<u>Date</u>	<u>Topics</u>	<u>Reading</u>	<u>Assignment</u>
Tuesday, June 22	What is Marketing Research?	BB: Chs. 1, 2, skim 3	Complete online survey Create Project Teams
Wednesday, June 23	Problem Formulation & Research Design	BB4	Case 3.1, page 72 Install SPSSSA on your computer
Thursday, June 24	Guest Speaker: Chris Chapman	BB 5	SPSSSA assignment #1: Quick Tour Parts 1 and 2
Tuesday, June 29	Research Design	BB 6 & 7	
Wednesday, June 30	Workshop I, Research Online, Qualtrics	BB 8	Research Proposal Due Case 8.1 page 229
Thursday, July 01	Working with Secondary Data/ Qualitative Research Methods, Attitude Measurement	Skim BB 9, read BB 10	SPSSSA 2: Milk Bone Parts 1 & 2
Tuesday, July 06	Questionnaire Construction	BB 11	Survey Questionnaire Due
Wednesday, July 07	Sampling Techniques	BB 12, 13	Case 11.2, page 325 Case 12.1, page 368

<u>Date</u>	<u>Topics</u>	<u>Reading</u>	<u>Assignment</u>
Thursday, July 08	Data Collection	BB 14	SPSSSA 3: Coca-Cola
Tuesday, July 13	Exam I		
Wednesday, July 14	Basic Data Analysis	BB 15	Case 14.1, page 427 Case 15.1, page 447
Thursday, July 15	Data Analysis, Hypothesis Testing	BB 16	SPSSSA 4: Red Lobster (include print out)
Tuesday, July 20	<i>Workshop II</i>		SPSSSA 5: Descriptive Statistics for Nominal Data SPSSSA 6: Descriptive Statistics for Scaled Data
Wednesday, July 21	Data Analysis	BB 17	Case 16.2, page 481 Case 17.2, page 517 Analysis Plan Due
Thursday, July 22	Investigation of Associations	BB18	SPSSSA 7: Establishing Confidence Intervals SPSSSA 8: Testing a Hypothesis
Tuesday, July 27	TBD		
Wednesday, July 28	Project Presentations	Projects Due	
Thursday, July 29	Exam II		