52:630:385:01 MARKETING RESEARCH

Spring 2018

M/W	12:30-1:50 pm	Professor Yuliya Strizhakova
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COURSE OBJECTIVES

This course is designed primarily for those who will be *using* marketing research rather than actually *doing* the marketing research. Although we will cover some basic research techniques, the course is designed to make you a well-informed consumer of marketing research.

The *objectives* of this course are:

1. To improve your problem definition skills.

2. To develop your analytical skills to be able to critically evaluate alternative research designs and choose the one most appropriate to a problem at hand.

3. To provide you 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.

4. To learn how create a survey online using current software.

4. To provide you with an introduction to the various data analysis procedures that are most frequently used in marketing research.

5. To learn ethical issues associated with supplier/client relations, research design, data collection, data analyses and the presentation of results.

6. To develop your teamwork and communication skills by working on a group project.

COURSE OVERVIEW

The course will be broken into three modules. We will start with *intensive* readings that introduce marketing research and its importance to the marketing discipline. The second module will cover different types of marketing research, different methods and approaches that will teach you about customer perceptions and information gathering. In

the third module, we will discuss methods for summarizing and comparing information about consumers.

1. **Defining Research Objectives and Setting Research Parameters**

2. **Collecting Information about Consumers' Characteristics, Attitudes, and Behavior**

   Secondary Research
   Qualitative Research Methods
   Survey Research
   Sample Design

3. **Describing and Understanding Consumer Markets**

   Univariate Analyses
   Bivariate Analyses
   Writing and presenting Research Results

Please note that session topics and assignments are subject to change depending on our progress through the material and special circumstances.

TEXTS

Required Text:

Churchill, Brown and Suter (2010), *Basic Marketing Research*, 8e, Thomson-South-Western Publishing. (You can use older 6th or 7th editions but there are changes in chapter numbers and some exercises; please double-check with me.)

Recommended: SPSS Software. You can either purchase a license to use on your computer through Rutgers (https://software.rutgers.edu/product/3167), use it for free on campus computers or access it by using an App remotely from your computer (https://apps.rutgers.edu/).

Other course materials (PowerPoint slides, exercises, and handouts) will be available on Sakai. You need a Rutgers computer account in order to be able to access Sakai.

TEACHING METHODOLOGY

Four learning vehicles will be used in the course: a) textbook readings, b) lectures, c) discussion of problems and exercises, and d) assignments that allow for the application of concepts and methods discussed in class to real-world situations. You will attain the most benefit from the course if you attend class regularly and come to class prepared. In class, there will be extensive discussions of assignments, exercises and cases. For this

discussion to be worthwhile, you must do a lot of work to be prepared. Not only should you read the assigned material before coming to class, but you should also make a real effort to understand it.

ACADEMIC INTEGRITY

"Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged…The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the stan-dards of the community and to take action when others violate them…Students are respon-sible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors." Students are expected to know, understand and adhere to the policies on academic integrity outlined above. Procedures for violation of these policies outlined in the University Code of Academic Conduct will be followed.

Academic Integrity Policy is found at:
http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers

CLASSROOM POLICIES

Professional conduct in every facet of our course—including punctuality, preparedness, and high quality papers and participation – is expected. In this regard, the following standards are in place:

1. I aim to be accessible to you; email is the best contact method. Please consider that emails after 8 pm may be answered the next day. If at any point during the semester you have questions regarding course-related matters, do not hesitate to contact me.

2. You are expected to attend and be on time for all classes. **You are responsible for obtaining the notes for any classes that you miss (via Sakai or another student).**

3. All assignments should be **<u>typed</u>** and are **<u>due at the beginning of class</u>** on the day they are assigned, even those requiring calculations. I will let you know which assignments need to be uploaded under Assignments in Sakai.

4. Examinations and assignments will be administered <u>only</u> during the times detailed in the course schedule. If there is a medical emergency, please inform me as soon as you can.

5. <u>No late assignments will be accepted or make-up exams given without **prior** arrangements.</u> If you are ill, you must contact me **before** class and provide documentation from a medical professional.

6. Cheating, plagiarism, and any other form of dishonesty will result in a "zero" on the given assignment and, potentially, could result in a failing grade in the course. All cheating incidents will be reported to the University, and could result in suspension.

In addition, please follow some courtesy rules:

- Arrive on time. Plan to stay until the end of the class. Unless there is a dire emergency, do not leave the classroom while class is in session.
- **Turn off** and **put away** your cell phones, pagers and similar devises during class time.
- Check your messages (email, text, etc.) before class begins or after it is over; texting during class is **NOT** allowed.
- Do not surf the web, phone or use the computers during class time.

SNOW DAY POLICIES

In case the face-to-face class is cancelled due to snow or other weather conditions, you are responsible for checking your email for updates. In most cases, I will post a lecture on Sakai and provide you with an assignment to be completed during the closure time. It is your responsibility to do the readings, listen to the lecture and complete assignment in a timely manner.

GRADING POLICIES AND ASSIGNMENTS

Your course grade will be based on the following components:

Three Exams	**45%**	**180 points**
Exam1	*15%*	*60 points*
Exam2	*15%*	*60 points*
Exam3	*15%*	*60 points*
Marketing Research Project	**35%**	**140 points**
Problem statement	*5%*	*20 points*
Questionnaire	*5%*	*20 points*
Written report	*25%*	*100 points*
Exercises	**10%**	**40 points**
Class Participation	**10%**	**40 points**
Total	**100%**	**400 points**

Final grades:

90-100% .... A   360 – 400 points

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85-89% .................................. B+        340 – 359 points
80-84% ................................... B        320- 339 points
75-79% .................................. C+        300-319 points
70-74% ................................... C        280 – 299 points
65-69% ................................... D        260- 279 points
Less than 65% ......................... F       less than 259 points
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A brief description of each component follows. Specific details about each assignment will be discussed in class and posted on Sakai.

Exams: During the semester, there will be three exams.   The purpose of the exams is to help you to understand and integrate the course material. Each exam will be comprised of a mix of short answer and multiple choice questions, with content drawn from textbook readings and from class. The questions will focus on the **application** of concepts and techniques. You **will not** be expected to memorize detailed information from the text. The dates of the exams are noted below. Exams 1 and 2 are take-home exams, whereas exam 3 is an in-class exam.

Group Project: The objective of the group project is to provide you with some experience in applying the concepts and methods of marketing research to a real marketing problem. In addition, the project will give you experience working in teams. Four to five person teams will complete the project, though some assignments will be completed individually.

The project will involve the following stages. I will provide a more detailed information about each step of the project in class.

1. Problem Statement (*Team Grade* – 5%): Each group will prepare a one page write-up (typed) of the problem you are looking at and your research objectives.

2. Questionnaire (*Team Grade* – 5%): Each team will prepare a questionnaire containing at least 15 items to be used for data collection in the project.

3. Data Collection and Data Entry (*Credit/No Credit*): Each student will collect data from 15 individuals and submit a collected data file for each team. Each group should also prepare a codebook describing the format of the file.

4. Data Analysis Plan (*Credit/No Credit*): Each team will prepare a VERY DETAILED outline of the "Findings" section of the written report. The outline will VERY SPECIFICALLY detail the analyses that will be described in each section of the report. I will meet with each team to discuss their plans.

5. Written Report (*Team Grade* - 25%): Each team will analyze the survey results and will prepare a written report describing the results. I will provide feedback on any drafts before the last day of class**.**

6. <u>Peer Evaluation</u>: Team members will evaluate the quality and quantity of each member's contribution to the project. This contribution will be reflected in the grade for the written report.

Exercises: There will be a number of exercises of both in-class and at home. They will help you practice your textbook material.

Class Participation: To a large extent, learning in this class is related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, each one of you is expected to contribute to class discussions. This includes preparation for class by reading the text, <u>thoroughly</u> preparing any assigned problems, and presenting your opinions or summaries of material covered in class. The basis for class participation is quality, not quantity. Attendance is a necessary but not sufficient condition for participation. If you do not actively participate, you will receive a low participation grade even if you attend every class.

TENTATIVE COURSE SCHEDULE AND ASSIGNMENTS

DATE	TOPIC AND ASSIGNMENTS
MODULE 1: Defining Research Objectives and Setting Research Parameters	
W 1/17	Topics to be Covered: • Course Overview and Introductions • The Role of Marketing Research Read: Chapter 1
M 1/22	Topics to be Covered: • The Research Process • Defining Research Objectives Read: Chapter 2, 3
W 1/24	Topics to be Covered: • Defining Research Objectives • Ethical Issues • Describe Group Project • Forming teams
MODULE 2: Collecting Information About Consumers' Characteristics, Attitudes and Behavior	

M 1/29	Topics to be Covered: • Overview of Research Designs Read: Chapter 5
W 1/31	Topics to be Covered: • Exploratory Research Methods Read: Chapters 6
M 2/5	Topics to be Covered: * Exploratory Research Methods Read: Chapters 6

W 2/7	Topics to be Covered: * Secondary Data Read: Chapter 7 **Due: Group Project Problem Statement**
M 2/12	Topics to be Covered: • Catch up • Exam Review
W 2/14	**Take-Home !!!** **Exam I – Chapters 1-7**
M 2/19	Topics to be Covered: • Collecting Primary Data Read: Chapters 9,10, and 11 **Due: Revised Group Problem Statement**
W 2/21	Topics to be Covered: • Measurement and Scaling Read: Chapter 12
M 2/26	Topics to be Covered: • Asking Questions Read: Chapter 13
W 2/28	Topics to be Covered: • Questionnaire Design

M
3/5
	Topics to be Covered:
	    • Evaluating Questionnaires
	    • Exam Review
	Due: Rough Draft of Group Questionnaire

W 3/7	**Take-Home !!!** **Exam II – Chapters 9-13**
M W 3/12 3/14	**SPRING BREAK – NO CLASSES**
MODULE 3: Describing and Understanding Consumer Markets	

M
3/19
	Topics to be Covered:
	    • Preparing Data for Analysis
	        o Coding and Editing
	        o Putting Questionnaires Online
	
	Read: Chapter 16
	
	Due: Final Draft of Group Questionnaire

W
3/21
	Topics to be Covered:
	    • Entering Data into SPSS
	    • Making Codebooks for Your projects

M
3/26
	Topics to be Covered:
	    • Describing responses to a single question:
	        o One-way tabulations
	        o Measures of central tendency and dispersion
	        o Quadrant analysis
	
	Read: Chapter 17

W
3/28
	Topics to be Covered:
	    • Hypothesis Testing – Overview
	    • Quadrant Analysis
	
	Read: Chapter 17

M 4/2	Topics to be Covered: • Cross-tabulation Read: Chapter 18 (pp. 389-393)

W 4/4	Topics to be Covered: • SPSS - Running and Interpreting Cross-tabs
M 4/9	Topics to be Covered: • Comparing Means Read: Chapter 18 (pp. 393-395) **Due: Group Project Data Entered**
W 4/11	Topics to be Covered: • Comparing Means Read: Chapter 18 (pp. 393-395)

M 4/16	Topics to be Covered: • Correlation Read: Chapter 18 (pp. 396-397) **Due: Group Data Analysis Plan**

W
4/18
	Topics to be Covered:
	    • Sample Design
	    • Report writing
	
	Read: Chapter 14, 20

M 4/23	Work on final projects Meetings with individual groups

W
4/25
	Topics to be Covered:
	    • Catch up
	    Review for Exam

M 4/30	**In-Class Exam!!!** **Exam III – Chapters 14, 16-18** **Last Day to Give Drafts of Final Written Reports**
M 4/7	**Final Written Report and peer evaluations are due on Sakai by 12:30 pm**