

RUTGERS UNIVERSITY  
School of Business - Camden

## MARKETING RESEARCH

52:630:385:01, Spring 2023

Tuesday and Thursday, 8:00 – 9:20am, BSB 116

Course Website: <https://canvas.rutgers.edu>

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## COURSE SYLLABUS

### COURSE OBJECTIVES:

Information about customers and the marketplace is critical for business success. This course will cover the basics of how to gather this crucial information. We will focus on how to design and carry out research that provides actionable results. Much of the work in the course will involve designing, carrying out, and analyzing the data from a questionnaire study of consumers. However, the principles involved in this work are applicable to the full range of marketing research activities.

This course is a first step in providing you with the skills to collect meaningful marketing research data. In addition, this course will enable you to be a more effective user of marketing research results. You will be better able to evaluate the quality of research studies and to obtain the research information you will need to make good business decisions.

### REQUIRED TEXTBOOK:

Brown, Tom J., Suter, Tracy A., and Churchill, Gilbert A., Jr., Basic Marketing Research, 9th edition (2018), Cengage Learning. Make sure you get the 9<sup>th</sup> edition.

It is available at [universitydistrict.bncollege.com](http://universitydistrict.bncollege.com) in the following formats: ebook (ISBN 978-1-337-51647-1) or looseleaf print (978-1-337-62440-4). You may also be able to find the book in bound print (ISBN 978-1-337-10029-8) from another bookseller.

### TEACHING METHODS:

The material presented in the textbook provides the essential backbone of the course. However, rather than spend limited class time repeating textbook material, much of the class time will be devoted to activities that flesh out the material presented in the text, such as discussions and in-class exercises. For this teaching approach to work, it is necessary that you read the textbook material assigned for a class *before* coming to that class.

In addition, this approach means that you will be expected to have a strong grasp of the assigned textbook material even if some of this material is not discussed in class. Please note that terms and concepts from the assigned textbook chapters may appear on the exams even if they are not also discussed in class. If you have questions or comments on any of the assigned readings, you

are encouraged to bring them up in class and/or discuss them individually with the instructor.

### **COURSE REQUIREMENTS:**

1. **EXAMS:** There will be three exams. Each exam will be in-class, closed-book, and will consist of a mixture of multiple-choice and open-ended questions that will be designed to test understanding of the facts and concepts of the course and their applications.

The first exam will be given during the class period on **Tuesday, February 14**, and will cover the course material from Classes 1 through 8. The second exam will be given during the class period on **Thursday, March 23**, and will cover the course material from Classes 10 through 17. The third exam will be given during the class period on **Thursday, April 27**, and will cover the course material from Classes 19 through 27. Before each exam there will be an in-class review session.

Cheating on exams or any other form of academic dishonesty hurts everybody and should never be condoned. Any suspicious observations should be reported to either the instructor or the dean of the School of Business. Rutgers' academic integrity policy can be found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>.

2. **EXCEL EXERCISES:** Over the course of the semester, you will complete a number of individual exercises. These will be designed to provide hands-on practice in the use of Excel for data analysis. Each of these Excel exercises will be described in a separate note.
3. **GROUP PROJECT:** The objective of the group project is to provide you with experience in applying the concepts and methods of marketing research to a realistic marketing problem. You will be working in self-selected teams of four students.

The first step in the group project is for the student team to decide on a client – a manager who needs to make a decision. This client could be a manager in a real organization (such as a local business or community organization) who is facing either a problem or an opportunity that requires a decision. Or, if you cannot obtain a real client, it is acceptable to design your research for an imaginary client. For example, you might imagine your client is the product manager for bakery products at Starbucks. Imagine and describe a plausible business question that this manager would most likely use market research to answer, and then carry out research to answer this question.

The projects typically work best when the problem/opportunity is narrow and focused on a specific issue (e.g., should a firm raise prices for a specific item; should the firm enter a new market with a particular product). Keep in mind that each group member will need to provide at least 15 respondents for the research questionnaire. Therefore, it may be convenient to focus on a good or service for which students are the target population.

The group project will involve the following stages (each will be described more fully in a separate memo):

1. *Statement of research problem(s)*. Specify and justify the project's research problem(s). Due **February 7**.

2. *Questionnaire.* Develop a questionnaire of at least 15 items to address the research problem(s). Preliminary draft due **March 2**. Final draft due **March 9**.
3. *Data collection.* Field the questionnaire, obtaining at least 15 usable respondents per team member. Prepare a codebook describing the format of the data file.
4. *Data analysis plan.* Prepare a detailed outline of the “Results” section of the written report, including specifics of the statistical analyses that will be described in the report. Due **April 20**.
5. *Written report.* A preliminary draft of the written report is due on **May 1**. The final report is due on **May 8**.

Team members will evaluate the quality and quantity of each member’s contribution to the project. This contribution will be reflected in the team member’s grade for the group project.

4. **CLASS PARTICIPATION:** It is expected that you will (1) attend class regularly, (2) listen attentively in class, and (3) contribute often to class discussions. Your in-class comments should be thoughtful and should reflect your careful reading of the assigned course material.

Also, in class it is expected that you will follow some basic 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 during class time.
- Check your messages (email, text, etc.) before class begins or after it is over; texting during class is NOT allowed.
- During class time, do not surf the web or use computers for anything other than note-taking.

#### **WEIGHTING OF COURSE REQUIREMENTS:**

For the assignment of final grades, the course requirements will be weighted approximately as follows:

First exam .....	20%
Second exam .....	20%
Third exam .....	20%
Excel exercises .....	15%
Group project .....	15%
Class participation .....	10%

#### **ADMINISTRATIVE NOTE:**

Information concerning student accommodations because of a disability can be found at: <https://success.camden.rutgers.edu/disability-services>. For further information, contact Ajeenah Nuriddin-Little, [ajeenah.nuriddin-little@camden.rutgers.edu](mailto:ajeenah.nuriddin-little@camden.rutgers.edu), 856-225-6442, Armitage Hall, Room 231, 311 North Fifth Street, Camden, NJ 08102, <https://learn.camden.rutgers.edu/meet-the-staff/>

## **COURSE OUTLINE AND ASSIGNMENTS**

### ***Introduction and Problem Formulation***

Class 1 (Tues., Jan. 17)

Topics: Introductions. The business context of marketing research.

Reading: Chapter 1, "The Role of Marketing Research"

Class 2 (Thurs., Jan. 19)

Topics: Overview of marketing research methods. Marketing research ethics.

Reading: Chapter 2, "The Research Process and Ethical Concerns"

Class 3 (Tues., Jan. 24)

Topic: Designing research to provide actionable results.

Reading: Chapter 3, "Problem Formulation"

### ***Exploratory Research and Types of Primary Data***

Class 4 (Thurs., Jan. 26)

Topic: Exploratory research.

Reading: Chapter 4, "Exploratory Research"

Class 5 (Tues., Jan. 31)

Topic: How to carry out a depth interview.

Reading: "Taking a Road Trip" (Canvas: Modules => Additional Readings)

Class 6 (Thurs., Feb. 2)

Topic: Types of primary data.

Reading: Chapter 9, "Collecting Descriptive Primary Data"

Class 7 (Tues., Feb. 7)

DUE: STATEMENT OF GROUP-PROJECT RESEARCH PROBLEM(S)

Topic: Observation research.

Reading: Chapter 10. "Collecting Data by Observation"

Class 8 (Thurs., Feb. 9)

Topic: Review.

Class 9 (Tues., Feb. 14)

FIRST EXAM

### ***Designing and Fielding the Questionnaire***

Class 10 (Thurs., Feb. 16)

Topic: Questionnaire research.

Reading: Chapter 11, "Collecting Data by Communication"

Class 11 (Tues., Feb. 21)

Topic: Measurement, scaling, and question wording.

Reading: Chapter 12, "Asking Good Questions"

Class 12 (Thurs., Feb. 23)

Topic: Designing the questionnaire.

Reading: Chapter 13, "Designing the Data Collection Form for Communication Data"

Class 13 (Tues., Feb. 28)

Topic: Fielding a questionnaire with Qualtrics.

Video: "[Introduction to Making a Qualtrics Survey](#)"

Class 14 (Thurs., Mar. 2)

DUE: PRELIMINARY DRAFT OF GROUP-PROJECT QUESTIONNAIRE

Topic: Defining and sampling from the target population.

Reading: Chapter 14, "Developing the Sampling Plan"

Class 15 (Tues., Mar. 7)

Topic: Issues in the collection of data.

Reading: Chapter 15, "Data Collection: Types of Error and Response Rate Calculation"

Class 16 (Thurs., Mar. 9)

DUE: FINAL DRAFT OF GROUP-PROJECT QUESTIONNAIRE

Topic: Preparing the data matrix.

Reading: Chapter 16, "Data Preparation for Analysis"

*≈≈ No classes on Mar. 14 and Mar. 16 (Spring Break) ≈≈*

Class 17 (Tues., Mar. 21)

Topic: Review.

Class 18 (Thurs., Mar. 23)

SECOND EXAM

### ***Data Analysis and Report Writing***

Class 19 (Tues., Mar. 28)

Topics: Descriptive data analysis. Using Excel to analyze data.

Reading: Chapter 17 (pp. 253-262), "Analysis and Interpretation: Individual Variables Independently"

Class 20 (Thurs., Mar. 30)

Topic: Statistical significance.

Reading: Chapter 17 (pp. 262-264), "Analysis and Interpretation: Individual Variables Independently"

Class 21 (Tues., Apr. 4)

Topic: Chi-squared tests and t-tests.

Reading: Chapter 18 (pp. 268-275), "Analysis and Interpretation: Multiple Variables Simultaneously"

Class 22 (Thurs., Apr. 6)

Topic: Correlation and regression.

Reading: Chapter 18 (pp. 276-279), "Analysis and Interpretation: Multiple Variables Simultaneously"

Class 23 (Tues., Apr. 11)

Topic: Correlation and regression, continued.

### *Capabilities of Marketing Research*

Class 24 (Thurs., Apr. 13)

Topic: Experimentation in marketing research.

Reading: Chapter 8, "Conducting Causal Research"

Class 25 (Tues., Apr. 18)

Topic: Making research data available and applying new technologies.

Reading: Chapters 5 and 6, "Decision Support Systems" and "Working With "Big Data"

Class 26 (Thurs., Apr. 20)

DUE: GROUP-PROJECT DATA ANALYSIS PLAN

Topic: Writing the marketing research report.

Reading: Chapter 20, "The Written Research Report"

Class 27 (Tues., Apr. 25)

Topic: Review.

Class 28 (Thurs., Apr. 27)

THIRD EXAM

Monday, May 1, 11:59pm DUE: GROUP-PROJECT WRITTEN REPORT, preliminary draft

Monday, May 8, 11:59pm DUE: GROUP-PROJECT WRITTEN REPORT, final draft