

# Marketing Research, Fall 2023 52:630:385:01: Index #01955 Meets Mon. & Wed. 8:00-9:20 a.m. in BSB 336

Professor: Dr. M. Morrin Office Phone: (856) 225-6647 E-mail: mmorrin@camden.rutgers.edu

Office Hours: Mon, Wed 9:30-10:00

Office: BSB 316

In this course students acquire the skills necessary to design and carry out marketing research to support the decisionmaking needs of marketing managers. Students will learn how to identify a research problem, construct testable hypotheses, develop a research plan, craft effective questionnaires, utilize software for online survey administration (Qualtrics), employ appropriate statistical techniques to analyze various forms of data with statistical software (SPSS), extract actionable insights, and present managerial implications in a clear and compelling manner.

### **Course Learning Objectives**

- Identify a research problem and construct hypotheses
- Develop an appropriate quantitative or qualitative research plan
- Understand sampling issues
- Craft effective questions for consumer surveys
- Utilize software for online survey administration (Qualtrics)
- Conduct descriptive, inferential, and predictive analyses with statistical software (SPSS)
- Extract and effectively communicate key strategic insights

### Program Learning Goals

- Technology fluency and IT literacy
- Critical thinking and analytical decision making
- Communication effectiveness and impact

Grading	Work Format	Points Possi-
Attendance (.5 points for each class session attended <u>in full &amp; on time</u> ; reduced to .25 points if you arrive past 8:05 a.m. or depart early). Missing up to 2 class sessions in total during the semester will still result in a perfect attendance score of 14.	Individual	14
Participation (asking and answering relevant questions in class, reporting out from in-class exercises, etc.)	Individual or with partner(s)	10
Obtaining a Qualtrics account by deadline (show professor in class or send her a screen shot via email)	Individual	1
Quizzes (5 points possible on each of 10 quizzes)	Individual	50
Midterm exam	Individual	10
Final exam	Individual	15
Total points:		100

Grades will be posted on Canvas. Grades reflect careful consideration of student performance and will not be changed unless a calculation error is revealed. To be fair to all students, those who come to discuss their grades will have an equal chance of having their grade being increased or decreased based on my assessment of the issue (thus there is no built-in bias favoring those who complain). Course grades will be as follows:

### Grade Ranges

A Highest grade (90.0% and above) B+ Work of distinction (85.0% to 89.9%) B Work of distinction (80.0% to 84.9%) C+ Average work (75.0% to 79.9%) C Average work (70.0% to 74.9%) D Passing, but unsatisfactory (60.0% to 69.9%) F Failure without credit (Below 60.0%)

### Readings

- A Concise Guide to Market Research: The Process, Data and Methods Using IBM SPSS Statistics, 3rd ed., (2019) Marko Sarstedt and Erik Mooi, Berlin: Springer. This textbook is available online at Rutgers Library; please see the reading list on Canvas. To access Canvas, go to <u>http://canvas.rutgers.edu</u> log in, and click on the course in the dashboard.
- 2. *IBM SPSS Statistics Brief Guide*, https://www.ibm.com/docs/en/SSLVMB\_28.0.0/pdf/IBM\_SPSS\_Statistics\_Brief\_Guide.pdf. See Canvas.
- 3. SPSS Survival Manual by Julie Pallant (any edition).
- 4. Recommended: Quick Guide to IBM SPSS: Statistical Analysis with Step-by-Step Examples, 3rd ed., (2023) Alan C. Elliott and Wayne A. Woodward, Thousand Oaks, CA: SAGE Publications. This book is available online at Rutgers Library; please see the reading list on Canvas.
- 5. Powerpoint and Data Files All the powerpoint and data files we will be using are available on Canvas. You can download the data files to a jump drive if you wish and use them in class. Or, if you purchase an SPSS license for your own laptop, you may want to download the data files directly to your laptop.
- 6. Qualtrics Account Students must create their own Qualtrics account (which is free for Rutgers students: <a href="https://software.rutgers.edu/">https://software.rutgers.edu/</a> ) in order to be able to construct online surveys. Students will show the professor their account at their desktop (by logging in) by due date listed in class schedule (see below).
- 7. SPSS Software For our analyses, we will use IBM SPSS a leading statistical software package. SPSS is available in our classroom (BSB 336) and in the RU computer labs. You do <u>not</u> need to purchase an SPSS license, but may do so if you wish to have it on your own laptop. SPSS has a user-friendly interface featuring dropdown menus and 'point-and-click' selection boxes, although we will also learn how to write syntax files. In addition to doing statistical analyses, SPSS produces nice charts and reports that can be readily customized. SPSS now also allows the integration of R and Python commands. You can purchase a license for IBM SPSS Premium Version software for about \$100 (good until August 31) from the Rutgers software portal (log in with your Rutgers net ID).

<u>https://software.rutgers.edu/</u> [licensed version for \$100] (click on IBM/SPSS; click on Product Catalog; click on SPSS Statistics Premium Edition 28 w/Amos). NOTE: Do <u>not</u> choose the network version. Click Get Product, and pay for it with a credit card. Then Click Available Downloads, and download the version for your laptop (e.g., Mac, Windows, Linux and installation instructions). Install. Contact RU IT if you have problems (<u>https://it.rutgers.edu/help-support</u>).

There is a virtual option available for free to students (which you can access off campus) but note: this tends to be very glitchy! You can view that information here:

https://software.rutgers.edu/ Note: I found it easy to log into this virtual SPSS, but in order to open our data files on this virtual platform, you must first create a Rutgers Box account, and upload our data files to it (e.g., BBB.sav, Tuscan.sav, PCsUnlimited.sav). Then, you can access your SPSS data files from Box while in virtual

SPSS. If you will be using the virtual version of SPSS, you can sign up for a free Rutgers box account and upload the SPSS data files here: <u>https://box.rutgers.edu</u>

**Optional: PSPP.** There is also freeware available, called PSPP, that looks and feels much like SPSS and does many of the same analyses. It does not have full functionality, however. Feel free to download PSPP to your Mac or Windows machine if you like. It should allow you to do most of our analyses, and you can keep it indefinitely, as there is no license fee.

You can download PSPP here (these were the urls for PSPP last time I checked):

For Macs (choose Downloads, Stable Release: pspp-1.6.2.dmg from here): <u>https://www.hs-augs-burg.de/~beckmanf/pspp/</u>

For Windows: https://sourceforge.net/projects/pspp4windows/files/2018-11-09/pspp-20181109-daily-

<u>32bits-setup.exe/download</u> and Click "Download Latest Version" green button.

*Optional: IBM SPSS Statistics in Brief Guide*, available for free from IBM is on Canvas if you'd like more information on conducing basic analysis in SPSS.

**Optional: IBM SPSS Statistics Command Syntax Reference**, is also on Canvas, with more detailed information for writing syntax files. You do <u>not</u> need to read this. It is provided as a reference source, if you your are interested more in writing syntax files.

*Optional: Python Reference Guide for IBM SPSS Statistics.* You do <u>not</u> need to read this; I include it on Canvas for those students interested in integrating Python into the SPSS framework. I may demonstrate very briefly what this looks like, but you will not be tested on any Python programming in this course.

**Optional: IBM SPSS R Integration Package**. You do <u>not</u> need to read this; I include it on Canvas for those students interested in integrating R into the SPSS framework. We may take a look at using R and R GUIs toward the end of the course, for those interested.

**Note:** Additional free pdf guides to SPSS can be downloaded here (after creating a free IBM account): https://www.ibm.com/support/pages/node/874712#en

### Other

1. Partner Problems

If you choose to have a partner for any of the assignments and there is a problem with your partner, you and your partner must make a valid attempt to solve it. If the problem is not solvable, each partner will be responsible for handing in the work individually.

- 2. Late Work will Receive Lower Grade Assignments handed in late will be graded but the grade will be reduced (see CLASSROOM POLICIES BELOW for details).
- **3.** *Rutgers email PLEASE USE YOUR RUTGERS EMAIL ADDRESS.* All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. Not checking your Rutgers email is not an excuse for missing any communications.
- 4. Technical Help with Canvas Course Site: Contact the OIT (Office of Information Technology) for help with Canvas here <a href="https://it.rutgers.edu/help-support">https://it.rutgers.edu/help-support</a>

### CLASSROOM POLICIES

Attendance: I will take roll <u>at the very start</u> of every class. If you are present and remain to the end, you will receive full credit for attendance that day. If you arrive late or leave early, you will receive half credit for that day (if you arrive late, be sure to let me know you are there!). I realize this is an early morning class, so the attendance points provide a tangible incentive to arrive on time. I will upload your attendance regularly on Canvas; if you notice an error, you must notify me within 1 week from the class date (as I am unlikely to remember before then whether you were present on a particular date).

A Missed Quiz or Exam: If you miss a quiz or exam, you must notify the professor at least 24 hours in advance. Otherwise, a score of zero will be entered for that quiz. If you notify the professor at least 24 hours in advance, a make-up quiz or exam will be scheduled within a week's time. The questions on the make-up will be different from those on the quiz given at the scheduled date and time, but similar in difficulty, so as not to provide an advantage to late test takers.

**Collaborating:** In this class, you may <u>not</u> collaborate on the quizzes or exams (unless instructed otherwise).

Collaboration for class participation is highly encouraged.

Withdrawal: If you choose to withdraw from the class, you must do so by the university specified date. Incomplete: An incomplete ("I") can be given only if a student has completed the majority of the class assignments (percentage terms) and attended at least 80 percent of the class periods. Examples include taking a final exam at a later date or submitting a final project at a later date.

#### **Disability Services/Accommodations**

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <a href="https://success.camden.rutgers.edu/disability-services">https://success.camden.rutgers.edu/disability-services</a>. Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at https://studentconduct.rutgers.edu/processes/university-code-student-conduct <u>http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/</u>

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- •the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

#### Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

Week and	Topics and Readings:	Quiz/Exam:
Dates:		
Week 1	INTRODUCTION	
	Lecture: Powerpoint slides #1	
Wed Sep 6	• Read: Sarstedt ch. 1 (Intro to Market Research)	
	• Read: IBM Guide: ch. 1 (Intro) and 3 (Using the Data Editor)	
	• Suggested Reading: Elliott ch. 1 (Intro)	
Week 2	MARKET RESEARCH PROCESS 1 (PROBLEM DEF., HYPOTH., CENTRALITY)	
Mon Sep 11	Lecture: Powerpoint slides #2a	
Wed Sep 13	Read: Sarstedt ch. 2 (The Market Research Process)	
	Read: IBM Guide: ch. 4 (Summary Stats)	
Week 3	MARKET RESEARCH PROCESS 2 (RESEARCH DESIGN, NORMALITY)	Quiz #1
Mon Sep 18	Lecture: Powerpoint slides #2b	
Wed Sep 20	• Read: Pallant ch. 6 (Categorical/Continuous Vars, Missing Data, Explore,	
	Skewness, Kurtosis, Outliers)	
	• Suggested Reading: Elliott ch. 2 (Explore, Select, Normality Tests, pp. 1-22	
	only)	
Week 4	DATA MANIPULATION 1 (CODING, CLEANING, VAR, SD)	Quiz #2
Mon Sep 25	Lecture: Powerpoint slides #3a	
Wed Sep 27	• Read: Sarstedt ch. 5 (Descriptive Statistics)	
Week 5	DATA MANIPULATION 2 (RESPECIFICATION, SE)	Quiz #3
Mon Oct 2	Lecture: Powerpoint slides #3b	
Wed Oct 4	• Read: Sartstedt: ch. 3 (Data)	
	• Read: Pallant ch. 8 (Compute, Transform, Recode, Reverse code)	
	• Read: IBM Guide ch. 8 (Modifying Data Values, pp. 67-71 only) and ch. 9	
	(Sort, Split-file, Select)	
Week 6	SECONDARY DATA (GRAPHS)	Quiz #4
Mon Oct 9	Lecture: Powerpoint slides #4	
Wed Oct 11	• Read: Sarstedt 4 (Getting Data, except for 4.5-4.5.3)	
	• Read: Pallant ch. 7 (histograms, bar charts, scatterplot, boxplot, line	
	graph)	
	<ul> <li>Read: IBM Guide ch. 5 (Creating and editing charts)</li> </ul>	
Week 7	QUALITATIVE RESEARCH	Quiz #5
Mon Oct 16	Lecture: Powerpoint slides #5	
Wed Oct 18	• Read: Sarstedt section 4.5-4.5.3 (Qualitative Research)	
Week 8	SAMPLES, SURVEYS, SCALES	Quiz #6
Mon Oct 23	Lecture: Powerpoint slides #6	
Wed Oct 25	Read: Sarstedt addendum (MaxDiff)	
	Create: Qualtrics account (by Mon. Oct. 23)	
	• [guest speaker possible Oct. 23]	
Week 9	HYPOTHESIS TESTING 1: COMPARING MEANS (A/B EXPERIMENTS)	Quiz #7
Mon Oct 30	Lecture: Powerpoint slides #7	
Wed Nov 1	Read: Satstedt 6.1-6.5 (Hypothesis testing, t tests)	
	Read: Pallant ch. 16 (t tests)	
Week 10	HYPOTHESIS TESTING 2: CATEGORICAL DATA (CHI-SQUARE)	Midterm
Mon Nov 6	Lecture: Powerpoint slides #8	
Wed Nov 8	Suggested Reading: Elliott ch. 6 (Categorical data)	
	Review for midterm	
	In class midterm (Wednesday)	
Week 11	CORRELATION	Quiz #8
Mon Nov 13	Lecture: Powerpoint slides #9	

## CLASS SCHEDULE (Subject to Change)

Wed Nov 15	Read: Sarstedt ch. 7 (Regression, 7.1-7.2)	
	• Read: Pallant ch. 11 (Correlation in SPSS)	
Week 12	REGRESSION 1	No class Wed
Mon Nov 20	Lecture: Powerpoint slides #10a	Nov. 22
	• Read: Sarstedt ch. 7 (Regression, 7.3)	
	Read: Pallant ch. 13 (Regression in SPSS)	
Week 13	REGRESSION 2 (KEY DRIVERS ANALYSIS)	Quiz #9
Mon Nov 27	Lecture: Powerpoint slides #10b	
Wed Nov 29	• Read: Sarstedt ch. 7 (Regression, 7.4)	
Week 14	REPORTING, ETHICAL CONSIDERATIONS	Quiz #10
Mon Dec 4	Lecture: Powerpoint slides #11	
Wed Dec 6	• Read: Sarstedt ch. 10 (Communicating Results, Ethics in Research)	
Week 15	R GUI'S, INTEGRATING R & PYTHON INTO SPSS	
Mon Dec 11	Lecture: Powerpoint #12	
Wed Dec 13	• Using R, R GUI's, and integrating R and Python into SPSS	
	Review for final	
Final Exam	• In class exam (8:00-11:00)	Final Exam
Mon Dec 18		on Mon