

Dominican University
Brennan School of Business
Marketing Research
Spring 2017

Course No: MKTG 352
Class Meeting:
Office Hours: Tues & Thurs 2-3:30 or by appt.
Class Location: Lewis 004
Web site: Course materials available on Canvas

Instructor: Dr. Brooke Reavey
Office: Fine Arts 204
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Prerequisites

MKTG 250; as well as a Statistics course or with permission from the Instructor

This course assumes a good understanding of the basics of business statistics and the ability to conduct straightforward marketing-related analysis. Students are strongly encouraged to review their business statistics course book and be familiar with the concepts of hypothesis testing, testing of differences in proportions and means (z, t and f tests), correlation and regression. We will spend many of our class sessions going over these analyses in detail, but it is your responsibility to refresh your memory of these topics. That way we can spend more time covering how to make the best use of the statistics that you're learning.

Required Text

Brown/Suter "MR" 2nd edition + MindTap, 978-1-133-95841-3

Course Description

This course is designed to familiarize you with the dynamic field of marketing research. Marketing research is used in various aspects of strategic development, new product development, and most often as an assessment for consumer reactions in both non-profit and for-profit firms. Marketing research is about providing relevant, accurate and timely information to form marketing decisions. Whether or not you ever work in a marketing research role per se, at some point in your career, you will most likely have to deal with one facet of marketing research either as a vendor or supplier. This course is designed to provide an overview for these roles.

Course Purpose

This course is designed to provide students with an overview of the field of marketing research. Modules will cover the strategic implications of research, secondary data and its impact, survey research methods, questionnaire design, sampling concepts, experimental designs, and application of basic statistics. The material is a mix of scholarly works and practical applications. The goal of the class is not make a person a statistician or marketing research professional but to provide sufficient information to allow someone to be able to respond to research documents and proposals in an intelligent fashion.

Learning Outcomes

The main objectives of this course are the following:

- (1) Provide the skill-set needed to launch a full-scale marketing research study. Including, but not limited to the following:
 - (a) formulating a research question
 - (b) choosing a proper research design/ methodology
 - (c) deciding on an appropriate sample size
 - (d) data analysis
 - (e) recommendations
- (2) Understanding the advantages/disadvantages of using either primary or secondary data.
- (3) Becoming familiar with different types of statistical techniques to use with marketing research data once it is collected and using these results to make more informed managerial decisions.

Method of Instruction

This class uses lectures, class discussion, exams, and a group project. In addition to the text, information to facilitate coverage and understanding of the topics will be included.

Software

The software used in the course will be SPSS and Qualtrics. Both are available for you to use. No prior knowledge of SPSS and/or Qualtrics is required. I will teach you how to use SPSS and Qualtrics during lab sessions.

Preparing for Class and Participation

You are required to read before class. Sixteen weeks might seem like a long time, but trust me, it is a very short period of time to learn this material. Trust me when I say that things will make much more sense if you read first, THEN listen to me lecture in class. You'll know which questions to ask and why I'm showing one thing after another. All reading material is listed on the syllabus.

Methods of Assessment

The final grade is aggregated using the component points listed below:

Component	Points
Homework	100
Quizzes	200
Exams	300
Group Project	300
Class Participation & In-class Assignments	100
Total	1000

Letter Grades

A	930-1000	C+	770-799
A-	900-929	C	730-769
B+	870-899	C-	700-729
B	830-869	D	600-699
B-	800-829	F	0-599

Course Deliverables

Homework

There are various homework assignments due every week throughout the semester. **They must be done individually** and due dates are listed in the syllabus. Late assignments received one day late receive up to 90% of the full grade, two days late up to 80% of the full grade, three days late up to 70% of the grade...

Quizzes

There several quizzes throughout the term. I will drop your two lowest scores. **Because I drop your lowest scores, there are NO make-ups or retakes.** The quizzes are intended to test your learning so they are closed book, closed note. We will go over your homework at the beginning of class, I will answer any questions you have, and then you will take the quiz.

Exams

There are 3 exams during the term. All exams allow you to bring in one page of notes. I will drop your lowest exam. The final is cumulative. If you do well during the first two exams, you may wish to skip the final. If any formulas or additional charts are necessary, they will be provided for you. If you find it necessary to use a calculator, you must use an actual calculator (not your phone or computer). Any material covered in class is posted on D2L and in the assigned chapters of the book are fair game to appear on the exam. The exams are comprised of a combination of multiple choice, true/false questions with one or two essay questions. There are no retakes or make-ups on exams. If you miss an exam, I will count that as your lowest score.

Class Participation and Attendance

Your overall attendance is counted towards your final grade. Students are expected to maintain a respectful attitude toward other students, as well as toward the professor. Students are expected to be on time for class. If a student needs to leave class early, he or she should inform the professor in advance. Please turn off all cell phones, pagers, and other electronic devices during class. The use of laptops during class should be restricted to taking class notes.

Attendance in lecture and the lab is mandatory. The format of the course requires all the students to actively participate in class discussions. All students are expected to arrive in class with all reading and assignments completed. The class participation grade is based on the quality *and* quantity of participation in every single class and your demonstrated learning in the in-class computer exercises.

Academic Integrity Policy

(see page 27 of the 2013-2014 Student Handbook)

Students of the university must conduct themselves in accordance with the highest standards of academic honesty and integrity. Failure to maintain academic integrity will not be tolerated. The following definitions are provided for understanding and clarity.

Definitions of Plagiarism, Cheating, and Academic Dishonesty

Student plagiarism is the presentation of the writing or thinking of another as the student's own. In written or oral work a student may make fair use of quotations, ideas, images, etc., that appear in others' work only if the student gives appropriate credit to the original authors, thinkers, owners, or creators of that work. This includes material found on the internet and in electronic databases. Cheating entails the use of unauthorized or prohibited aids in accomplishing assigned academic tasks. Obtaining unauthorized help on examinations, using prohibited notes on closed-note examinations, and depending on others for the writing of essays or the creation of other assigned work are all forms of cheating. Academic dishonesty may also include other acts intended to misrepresent the authorship of academic work or to undermine the integrity of the classroom or of grades assigned for academic work. Deliberate acts threatening the integrity of library materials or the smooth operation of laboratories are among possible acts of academic dishonesty.

Course Outline

Date		Chapter: Topic	Homework DUE	Quiz/Exam

I reserve the right to update/change/edit the course syllabus throughout the term. You will be notified via email and on Canvas.

Miscellaneous

1. Students with special physical or learning needs should discuss arrangements with me the first week of class. I am happy to accommodate students' learning needs, but I can't make 'retro-accommodations.'
2. Please follow appropriate business conduct at all times. Inappropriate behavior is cause for a substantial decrease in final grade. Please treat everyone in the class with dignity and respect. Resolve any conflicts constructively. The ability to resolve conflict is an important business skill.
3. I reserve the right to make changes in any and every part of the syllabus based on unique circumstances.
4. I send all emails to your official Dominican email account. Please make sure that you check your email periodically or forward your email to another account. It is your responsibility to keep your email inbox clean so that the emails do not bounce. Not fulfilling a course requirement because of a bounced email is not acceptable.

Project Report and Presentation

This should be no more than 12 pages long (typed, double-spaced). Note that the page limit does not include the title page, table of contents, and appendices. The report should consist of:

1. Executive Summary (1 page)

This is a one page non-technical summary of the whole project, including the methodology used and major findings/ implications. You should also include recommendations and next steps.

2. Introduction (1 page)

This should explain the context of the study and include a clear statement of the research objectives. That is, why was the study necessary? Additionally, you need to mention the scope of the study as well as the limitations – any issues that are not addressed in the study (e.g. age, gender, etc.).

3. Research Design (2 pages)

a. Sampling Technique

Briefly describe the sampling technique you have used (don't just give a general description, describe it as YOU have used it). Justify using it in the context of your application.

b. Data Collection Method

Describe how you collected the data for this study (e.g. face-to-face, telephone, mail, internet-based), why you selected this method, and changes you would make if you had more time/money. Identify any limitations to your selected method.

c. Measurement

In this section, specify the kinds of information you needed to address the research objectives of this study. Attach a copy of the questionnaire and cover letter (if applicable) in the appendix.

d. Analysis Procedures

Briefly describe the analytic procedures you used, the statistical package, and any coding procedures which may be important (e.g. coding open-ended questions). Do not present any research findings here.

4. Results (4 pages)

This should indicate the main findings for each research objective. Combine the presentation of results from those questions that “hang together” for a specific research objective. That is, try and organize the findings into “subsections” by grouping questions (or variables) that are related. For example, you may have a number of questions related to shopping habits (how often do you shop? Which stores do you shop in? What do you spend on average per shopping trip? Etc.); the responses to these questions can be summarized in a subsection titled “shopping behavior.” Use your imagination and common sense in deciding how to organize your findings. If appropriate,

briefly mention some of the implications of your findings so that the reader is “primed” for the recommendations made later.

The complete results need not be discussed here but rather should be presented in the form of tables in the Appendix. For example, if you are discussing the responses to a questions such as “how often do you shop online?” summarize the responses by writing “73% of the respondents make 1 or more online purchases per week, while 10% report that they have made zero purchases online.” The complete results should be presented in a table in the Appendix.

Make sure to interpret and discuss the findings that you describe in this section, rather than merely reciting the numbers. Indicate, where appropriate, whether your findings are statistically significant.

5. Recommendations (2 pages)

In this section, you should summarize your major findings and present your recommendations for management. This is usually the hardest section, but it’s also what makes you be a fabulous marketing research manager/strategist.

6. Appendices

This should contain (i) a summary of exploratory research findings (ii) a copy of the questionnaire with the basic results, and (iii) tables to illustrate the discussion in the “Results” section. There is no page limit for this section.

NOTE: you need to number, title and refer to your appendices in the text.

The report will be graded on (i) quality of data analysis and interpretation of results, (ii) quality of recommendations, and (iii) readability (clarity of writing and organization of material).

Some hints on effective report writing:

1. Make the report look professional as well as readable.
2. Number the pages.
3. Divide the report into sections with appropriate headings.
4. Have a table of contents with page numbers.
5. Do not give too much statistical information in the main body of the report. Have a separate statistical appendix with tables of numbers.
6. Avoid using technical language unless needed. This is particularly important when writing the executive summary.
7. Remember that your audience is relatively novice in terms of research – they are most interested in findings and implications those findings hold for their business.