

### Course Syllabus and Schedule

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<i>Office Hours:</i>	Wednesday 1-4 p.m., and by appointment
<i>Required Text:</i>	Parasuraman, Grewal, and Krishnan, <u>Marketing Research</u> (2007) 2/e (ISBN: 0-618-77164-6)
<i>Required Course Packet:</i>	Assigned readings will be available through the course website.
<i>Course Website:</i>	Blackboard will be used.
<i>Prerequisites (Strict):</i>	MKT 3000 and STA 2000. This course assumes that students have solid knowledge on statistics including hypothesis testing and regression analysis. This class would be very tough to those without any substantial statistics background. Students are strongly recommended to review statistics by themselves before it is too late. Students who received a "B-" or less in STA 2000 or students who took STA 2000 more than 1 year ago should consult with the instructor.

### Overview and Objectives

The goal of the course is to familiarize students with the fundamentals of Marketing Research. Marketing Research involves developing research questions, collecting data, analyzing it and drawing inferences, with a view to making better business decisions. To this end the course is organized into two basic parts: (1) Data Collection and Research Design, and (2) Tools and Applications of Market Research. In essence, this is an Applied Statistics course where we focus on inference from Marketing Research data.

### Course Materials and Approach

The PowerPoint slides will be available on Blackboard at least one day prior to the lecture. If you want to have the slides with you during the class, please print them out and bring them with you.

In the course we will use a variety of readings and computer-based exercises. The readings are designed to introduce marketing research concepts and principles. The computer and data-based exercises are designed to give you "hands-on" experience with marketing research analyses. Thus, the course is designed to help you become an intelligent consumer and producer of marketing research.

## Course Software

Statistical analyses in lecture will be demonstrated using the SPSS statistical software package. SPSS is a menu and command driven statistical analysis package. You are not required to do your assignments in SPSS; however, I can't promise you quality support if you choose a package that I do not know. Your textbook is bundled with the SPSS Student Version which you can install on your own computer. You also have an access to SPSS software in the computer labs.

## Assessment

Your final grade in the course will be based on class participation, two midterm examinations, and the group project. The evaluation is as follows:

A. Class Participation & In-Class Assignments	15%
B. Two Midterm Exams (20% x 2)	40%
C. Group Project	
• Written Research Proposal	15%
• Presentation (peer-evaluated)	30%

Please note that no late submission will be accepted. All written work is due on the due date specified. The due dates are listed on the course schedule. A more detailed outline of the evaluation procedure and requirements for A through C is included below.

## Assessment Details

### A. Class Participation & In-Class Assignments (15%)

Your class participation grade is decided by attendance, classroom discussion, and in-class assignments. *Attendance* is mandatory as the course material builds on each other and gets harder as we progress through the semester. If you have to miss a class, you are responsible for knowing what goes on in class, which may include material not covered in the readings, modifications to the syllabus or lecture notes, and announcements concerning exam/quizzes. My experience tells me that missing classes on a regular basis will put you in a very disadvantageous position because some material is quite technical and difficult. To encourage and monitor attendance, I will regularly send out sign up sheet. (Important: If you miss more than four lectures you will receive a D or F for the course at the instructor's discretion.)

Every session of the course will involve interaction in the form of *classroom discussion*. I expect each class member to be prepared at all times to comment in any class session. Please read the assigned readings before coming to class and be ready to discuss them during class. To reinforce this expectation, I will "cold call" throughout the ensuing discussion.

Keep in mind that your grade for class participation is not simply a function of the amount of "air time" you take up. In general, I will evaluate you on how well you respond to questions and on how effectively you take into account the comments and analyses of your classmates. In order to obtain a grade for class participation you must attend the class sessions and contribute meaningfully.

To foster critical thinking, *in-class assignments* will require you to collaborate with 4 or 5 of your classmates. During these activities, one of the students in your group will be asked to write a very short paragraph (about 100 words) discussing the key question. I will collect the written assignments during class. Note that there will be no makeup for missing in-class assignments.

### B. Two Midterm Examinations (40%)

First midterm exam will be held on *March 12* and the second midterm will be on *April 16*. The exams are close-book. You are allowed to bring one 8 ½"x11" sized *handwritten* "formula-sheet." Questions in the exams may involve numerical problems and conceptual questions that are related to lectures or reading assignments. No makeup exam/quizzes will be given, except for medical emergency as proved by a written note from a doctor with contact information for verification purpose. There will be no final exam.

### C. Group Projects (Written Research Proposal (15%) + Final Presentation (30%))

Students will work in groups on an original research project. The project will involve problem formulation, a written research proposal, gathering data, analysis, and final presentation. Detailed information is given in the next page.

### **Academic Integrity**

Baruch College's policy on Academic Honesty states, in part:

"Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned."

Academic sanctions in this class will range from an F on the assignment to an F in this course. A report of suspected academic dishonesty will be sent to the Office of the Dean of Students. Additional information and definitions can be found at [http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)

### **Additional Notes**

- No laptop computers are allowed in classes.
- Extra credit assignments will not be given under any circumstances.
- All exam/quizzes must be taken at the scheduled days/times. Please make your travel plans accordingly.
- Written reports must be typed. I will not accept handwritten assignments.
- There won't be any previews or reviews for the exams.
- Feel free to ask me why you received a certain grade on an exam or quiz. If you received a grade in error I will correct it. If not, and you still want to dispute the grade, I will consider re-grading requests but I will **re-grade the entire exam or quiz**. This could result in a higher *or* lower grade.
- Grades will not be given out via e-mail or by phone.
- Let me know about any problems or issues such as missing class, long term illnesses, job related problems, problems with the groups, and so on as soon as possible and *before* you have missed a week or two of classes. If you come to me at the end of the semester about a problem you had earlier in the semester I will not be able to help.
- It is assumed students know how to run multiple programs at the same time, make backups of their work, cut/copy and paste text and images between applications, and how to work with MS Word and MS PowerPoint. If you feel you are lacking these skills, please acquire them either on your own or via one of the introductory courses.

## GROUP PROJECTS

### Objective:

- Provide you with a learning-by-doing opportunity of conducting a marketing research project professionally.

### Topic:

- Select your own topic.
- Your project must be related to actual problems faced by local institutions, either for-profit or not-for-profit organizations.
- Your topic (problem statement) needs to be approved by the instructor not later than *February 20*.

### Timetable:

#### Phase 1: Form Groups

- Students must organize themselves into **groups of 6 (or 5)** in order to do the group project.
- You are required to email me the names of the persons in your group by *February 6*.
- If I do not receive an email containing your group assignment by then, I will assign you to a group.

#### Phase 2: Select Topic.

- Discuss the selection of topics with instructor by *February 20*.
- Submit by *February 25* a one-page written report specifying your topic, including background, decision problems and research questions.

#### Phase 3: Written Research Proposal (15%) due on *March 10* – they will be evaluated by the instructor.

Must include the following items (Page **limit: 3 pages**)

- Tentative project title and your names
- Decisions involved / Research questions
- Survey Blueprint (if you will employ survey methods in your project)
- Method and research design (Sampling not required)
- Estimate of time requirement (Cost estimate not required)

#### Phase 4: Data Collection, Data Coding, and Data Analysis.

- For any difficulty or problem, discuss with the instructor. Utilize the office hour as much as possible.

#### Phase 5: Oral Presentation (30%) from *April 30 to May 12*.

- Time slot for each group is **15 minutes**. Prepare PowerPoint slides accordingly.
- [Peer Evaluation] The oral presentation will be evaluated by your classmates. The instructor will provide a general guideline for evaluation to assist the evaluation process, though.
- As a general guideline, you need to
  - Define the problem to be studied and the purpose of research. You should state the benefit to the “client” and the value of research project.
  - Justify the choice of research design. You need to define the population, identify the sampling frame, the type of sample, and how it is selected. If you did not follow a random sampling procedure, you should state the limitation of data.
  - Describe the design of questionnaire. If you conducted pretest, you can also describe the changes made to questionnaire due to results of pretests.
  - Provide an outline of the data analysis strategy. The type of analysis conducted should be consistent with your objectives and nature of the data collected.
  - Indicate how the results of research could be used. You must state the implications for marketing strategic decisions involved (your decision problems).

### Schedule of Class Meetings

The following table gives a *tentative* lecture schedule for the course.  
The schedule may change as the semester progresses.

<i>Lecture #</i>	<i>Date</i>	<i>Topic &amp; Readings</i>	<i>Textbook</i>
1	Jan 28	<u>Introduction</u>	
2	Jan 30	<u>Overview of Marketing Research</u>	Ch. 1
3	Feb 4	<u>Marketing Research Process and Design</u> <i>Required READING: "Backward' market research." HBR</i> <b>Introduction Sheet Due on Feb 4<sup>th</sup></b>	Ch. 2
4	Feb 6	<u>The Value of Marketing Research (I)</u> <i>Required READING: "The Value of Information" HBS</i> <b>Group Roster Due on Feb 6<sup>th</sup></b>	
5	Feb 11	<u>The Value of Marketing Research (II)</u>	
6	Feb 13	<u>Secondary and Standardized Sources of Marketing Data</u> <i>Required READING: "Cost Conscious Marketing Research" HBR</i> <i>Recommended READING: "Getting the Most Out of Advertising and Promotion" HBR</i>	Ch. 4
7	Feb 20	<u>Primary Data Collection, and Focus Groups</u> <i>In-class videoclip: "Focus Group Interview"</i> <b>[Group Project] Topic Approved by Instructor no later than Feb 20<sup>th</sup></b>	Ch. 6 & 7
8	Feb 25	<u>Causality and Experimentation</u> <i>Required READING: "Causal Inference" HBS</i> <i>Required READING: "EDLP, Hi-Lo and Margin Arithmetic" JM</i> <b>[Group Project] One-Page Topic Description Due on Feb 25<sup>th</sup></b>	Ch. 8
9	Feb 27	<u>Geographic Information Systems</u> <i>READING: TBD</i>	Ch. 5
10	Mar 3	<u>Surveys: Measurement, and Scaling</u> <i>READING: TBD</i>	Ch. 9
11	Mar 5	<u>Surveys: Questionnaire Design</u>	Ch. 10
12	Mar 10	<u>Surveys: Sampling and Sample Size</u> <i>In-class videoclip: "Finding Peterson with Buff Peterson"</i> <b>[Group Project] Written Research Proposal Due on Mar 10<sup>th</sup></b>	Ch. 11
13	Mar 12	<b><u>Midterm Exam 1</u></b>	Ch. 1 - 11
14	Mar 17	<u>Guest Lecture: Elyse Kane,</u> Worldwide Director of Consumer Insight at Colgate Palmolive	
15	Mar 19	<u>Survey Coding and Basic Data Analysis (Intro to SPSS)</u> <i>In-class videoclip: "Double the Mean, Double the Disco"</i>	Ch. 12

16	Mar 26	<u>Examining Associations</u> - Chi-Square Test, Correlations, and Regression Analysis <i>Required READING:</i> "Forecasting with Regression Analysis" HBS <i>In-class videoclip:</i> "To Reject or Not Reject: That's the Hypothesis"	Ch. 13, 14
17	Mar 31	<u>Regression Analysis (cont'd)</u> <i>Required CASE READING and PREPARATION:</i> "Nopane Advertising" HBS <i>Recommended READING:</i> "Four steps to Forecast Total Market Demand" HBR <i>In-class videoclip:</i> "Ip and Nadi: Adventures with Chi-Square"	Ch. 14
18	Apr 2	<u>Perceptual Mapping (Multidimensional Scaling)</u> <i>Required READING:</i> "Analyzing Consumer Perceptions" HBS	Ch. 15 (p. 495-498)
19	Apr 7	<u>Conjoint Analysis (I)</u> <i>Required READING:</i> "Analyzing Consumer Preferences (p. 1, 6-14)" HBS <i>Recommended READING:</i> "New Ways to Measure Consumers' Judgments" HBR	Ch. 15 (p. 498-501)
20	Apr 9	<u>Conjoint Analysis (II)</u>	Ch. 15 (p. 498-501)
21	Apr 14	<u>Market Segmentation and Profiling</u> <i>Required READING:</i> "Localization: The Revolution in Consumer Markets" HBR <i>In-class videoclip:</i> "TEDTALKS: Malcom Gladwell"	Ch. 15 (p. 494-495)
22	Apr 16	<b><u>Midterm Exam 2</u></b>	Ch. 12 - 15
23	Apr 28	<u>LAB / Group Workshop</u>	
24	Apr 30	<u>Group Presentations (I)</u> Attendances are <i>mandatory</i> for the group presentations.	
25	May 5	<u>Group Presentations (II)</u> Attendances are <i>mandatory</i> for the group presentations.	
26	May 7	<u>Group Presentations (III)</u> Attendances are <i>mandatory</i> for the group presentations.	
27	May 12	<u>Group Presentations (IV)</u> Attendances are <i>mandatory</i> for the group presentations.	
28	May 14	<u>Course Summary and Wrap-up</u>	

\*\* Students are expected to come to class prepared and ready to participate. The associated chapters should be read ahead of time.