

MKTG 315 – Sec 001 – Spring 2012

MARKETING RESEARCH

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Office Hours: Tue 5:00 – 6:00, Thurs 1:30 – 2:30, and by appointment

Required Textbook:

Essentials of Marketing Research (2010), 2nd Edition, by Joseph F. Hair Jr., Mary F. Wolfinbarger, David J. Ortinau, and Robert P. Bush, McGraw-Hill Irwin Publishers.

SPSS statistical software package (student version) – accompanies textbook.

Data set for homeworks is available at: <http://www.mhhe.com/hairessentials2e>

Lecture Overheads:

Will be made available on the Blackboard course site, prior to the class.

Course Objectives:

This course will enable the students to recognize, understand, and demonstrate:

1. How marketing research is used to make effective marketing decisions.
2. What are the theoretical and statistical bases of quantitative and qualitative market research.
3. How to be a knowledgeable source and user of marketing research.
4. How to produce (and interpret) technically sound, accurate, informative, readable, and professional marketing research reports.
5. How to use marketing research to make more effective marketing decisions.

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:	
1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:	
<input checked="" type="checkbox"/>	1.6. International environment of business
<input checked="" type="checkbox"/>	1.7. Legal environment of business
<input checked="" type="checkbox"/>	1.9. Marketing
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
<input checked="" type="checkbox"/>	3. Solve problems, including unstructured problems, related to business and economics
<input checked="" type="checkbox"/>	4. Use effective teamwork and collaboration skills
<input checked="" type="checkbox"/>	5. Resolve ethical issues related to business and economics

Nature of the Course:

The course will be taught in an interactive lecture format. I prefer to involve the class in topical materials by asking your opinion of various marketing activities and applications of the concepts

covered. You are strongly encouraged to share your marketing research related experiences and views with the rest of the class. As we cover different aspects of marketing research, you will note numerous examples of marketing research in practice in the world around you. I will try to bring in as many "real world" examples as I can, but at the same time I encourage you to look for these examples on your own and to share them with the rest of the class.

We will cover a great deal of information throughout the semester. Each new topic is carefully selected to build on previously covered material. However, it is essential that you remain current in your readings and homework assignments prior to attending the class. This will not only enhance your understanding of the course material, but also contribute to a much livelier and informed class discussion.

Grading:

Your course grade will be determined on the basis of *three exams, a term project, and homework assignments*. Your course grade will be calculated as follows:

Exam I (individual)	26%
Exam II (individual)	22%
Exam III (individual)	10%
Term Project (group work w/ peer evaluation scaling)	35% (w/ HW6 and presentation)
Homework 1-5 (group work w/ peer evaluation scaling)	<u>07%</u>
Total	<u>100%</u> of the course grade

Full range of the grading spectrum can be utilized. Below average performance can and will result in a letter grade of C, D, or even F, if deserved.

Exams

Each exam will represent individual work and follow an in-class, closed book format. The exams will be *non-cumulative* and each exam will cover approximately one-third of the course material. The exams will consist of multiple choice and true/false questions. The final format of the exams will be announced in the class during the semester.

Term Project

Students will be asked to form teams of 4-5, and complete a term project in conjunction with an industry partner as a part of this course. The objective of this project is for students to apply course materials/learnings, qualitative and quantitative statistical tools (e.g., SPSS) and tests, and Internet-based survey software (i.e., Qualtrics) to solve a real life market research problem.

You will be asked to choose from a list of available projects provided to you at the beginning of the semester. The final deliverable for this term project will be a project report (approx. 20 pages), and a presentation based on the report. The professionally written market research report you submit for your term project report should include (among other necessary information):

- a copy of your final interview questions and survey questionnaire
- copies of completed questionnaires/interview data
- summary of appropriate SPSS results (showing what SPSS functions/tests you used)
- your interpretation of the qualitative and quantitative data analysis and managerial recommendations based on it
- clearly referenced sources in the text and the bibliography.

Homework Assignments

Over the course of the semester, each student team will also be asked to complete short homework assignments and submit a written report. These assignments will be closely coordinated with the class

materials to give you the skills/tools needed to better understand the class material and/or complete your term project.

Many of the homework assignments are based on the SPSS statistical software. I will not be providing detailed SPSS instructions in the class or the lectures. Clear step-by-step instructions are provided in the textbook. You will be expected to follow these instructions closely to familiarize yourself with the statistical software. We will use the textbook examples to learn the technique/test, and then apply it to real data that are collected as a part of your term projects.

Please note that you are expected to familiarize yourselves with the basics of SPSS statistical software on your own – which may be discomfoting. You will likely run into problems with SPSS and will struggle to find answers. This is not too different from a real-life business experience. You will have to learn through trial and error. If you have problems, please feel free to ask for help but keep in mind that what you learn from struggling through the process is just as important as the quality of your output. You are likely to retain what you learn from this trial and error process for a long time. Your homework assignments will include:

- Homework Assignment #1: Initial client meeting report
- Homework Assignment #2: Developing the survey questionnaire
- Homework Assignment #3: Conducting basic statistical tests (textbook case examples)
- Homework Assignment #4: Conducting uni-/bivariate statistical tests (textbook case example)
- Homework Assignment #5: Conducting multivariate statistical analysis (textbook case example)
- Homework Assignment #6: Conducting a preliminary analysis of project data

All homework assignments and term project should conform to the CoBE writing style guide. The style guide and other helpful resources can be accessed at: <http://guides.boisestate.edu/marketing>. All homework submissions are expected to meet professional standards (i.e., typed, spell-checked, stapled, ...). Unprofessional submissions will be marked down.

Extra-Credit

Students can *earn an extra 2% on their overall course grade* by attending a workshop on Qualtrics online survey software on *Feb. 10* (attendance will be taken), and e-mailing their working online survey to the instructor *by Feb. 21*.

Peer Evaluations:

All group work (i.e., term project and homework assignments) will be accompanied by constant sum peer evaluations. Group grades will be scaled according to these peer evaluations to arrive at individual grades for each student for each assignment.

Every individual in each group will divide and allocate a sum total of a 100 points amongst his/her teammates (*excluding themselves*) based upon their contributions to the project. If everyone contributed equally to the project, each individual would receive a sum total of 100 points from his/her teammates. Individuals contributing more than their share of work should receive over 100 points and the slackers should receive less than a sum total of 100 points.

For example, consider a hypothetical 3-member group (with their peer evaluation points shown in parenthesis) consisting of an equal participant (100), a slacker (85), and a type A individual (115). Say this group receives a grade of 90/100 on their case. The group grade would be scaled as follows to obtain individual grades:

- Equal participant: $(100/100) * 90 = 90$ (i.e., same as the group grade)
- Slacker: $(85/100) * 90 = 76.5$ (i.e., lower than the group grade)
- Type A: $(115/100) * 90 = 103.5$ (i.e., higher than the group grade)

As you can see, it is possible for individuals to obtain more than 100 points on an assignment using this system of evaluation. However, *this system can only work if you are honest and impartial in your peer*

evaluations. I reserve the right to correct any evaluations I consider to be questionable or off the scale. Peer evaluations from each member of the team are due with EACH homework assignment and the term project at the time of submission. *Your group will not be assigned a grade if ALL the peer evaluations are not turned in.*

Deadlines:

All work (i.e., homework, project updates etc) is due on the day noted in the class schedule. Please make a note of the major deadlines and/or examination dates listed below. If, for some reason you are going to miss a deadline or an exam, you need to *inform me immediately and reschedule PRIOR TO THE DEADLINE/EXAM.* No rescheduling will be done after the fact. Extensions will only be granted in case of exigent circumstances. *Failing to get prior permission will result in your getting a zero on that exam/homework/ project.*

Important Dates:

Qualtrics Workshop February 10 (5:30 – 6:45 pm, B210)
 Exam I February 23
 Exam II April 10
 Exam III May 3
 Project Report/Presentation May 8 (?) – per Final Exam Schedule
 Homework Assignments See class schedule

Attendance Policy:

Although I do not take attendance, you are strongly encouraged not to miss class. A lot of material will be covered in class, and I will frequently provide information not available in the textbook. Therefore, missing classes is likely to result in your falling behind in the course. If you miss class, you will be responsible for familiarizing yourself with the topics covered in the class that day. There is no substitute for attending class--you cannot make it up--but if you do miss class, I would advise you to check with one of your classmates to find out what lecture/discussion material you missed.

Academic Misconduct:

Except for the term project and homework assignments, all work for this course is expected to be individual effort. All university rules regarding academic misconduct will apply to this class. Any student/student team caught cheating or plagiarizing will automatically receive a failing grade on the course. I will report the matter to the Dean and make sure that the incident is reported on your official record.

MARKETING RESEARCH: TENTATIVE COURSE SCHEDULE*

<u>DATE</u>	<u>Week</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
January 17	1	Introduction	
19	2	Project Assignment / Marketing Research Process	Chapters 1, 2
24	3	Marketing Research Process	Chapter 2 Set Up Initial Client Meeting(s)
26	4	Marketing Research Process	Chapter 2
31	5	Descriptive and Causal Research Designs	Chapter 5

February 2	6	Descriptive and Causal Research Designs	Chapter 5 HW#1 DUE
7	7	Measurement and Scaling	Chapter 7
9	8	Measurement and Scaling	Chapter 7
14	9	Designing the Questionnaire	Chapter 8 HW#2 DUE
16	10	Sampling Theory and Methods	Chapter 6
21	11	Sampling Theory and Methods	Chapter 6 Conduct Survey
23	12	EXAM – I	
28	13	Preparing Data for Quantitative Analysis	Chapter 10 Conduct Survey
March 1	14	Basic Quantitative Data Analysis	Chapter 11 Conduct Survey
6	15	Basic Quantitative Data Analysis	Chapter 11 HW#3 DUE
8	16	Basic Quantitative Data Analysis	Chapter 11 Conduct Survey
13	17	Examining Relationships in Quantitative Research	Chapter 12 Analyze Data
<u>DATE</u>	<u>Week</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
15	18	Examining Relationships in Quantitative Research	Chapter 12 HW#4 DUE Analyze Data
20	19	Examining Relationships in Quantitative Research	Chapter 12 Analyze Data
22	20	Examining Relationships in Quantitative Research	Chapter 12 Analyze Data
27	21	SPRING BREAK	
29	22	SPRING BREAK	
April 3	23	Communicating Marketing Research Findings	Chapter 13 HW#5 DUE
5	24	Communicating Marketing Research Findings	Chapter 13
10	25	EXAM – II	

12	26	Secondary Data and Hypotheses	Chapter 3
17	27	Secondary Data and Hypotheses	Chapter 3 HW#6 DUE (Project Analysis)
19	28	Exploratory Research Design and Data Collection Approaches	Chapter 4
24	29	Exploratory Research Design and Data Collection Approaches	Chapter 4
26	30	Qualitative Data Analysis	Chapter 9
May 1	31	Qualitative Data Analysis	Chapter 9
May 3	32	EXAM – III	
May 8?	Finals Week	PROJECT PRESENTATIONS	PROJECT REPORTS DUE

***Note:** This schedule is tentative. You are responsible for keeping track of any changes announced in the class.