

BUSML 4202 Marketing Research

Autumn 2016

Instructor: Roger Bailey
Office: 542 Fisher Hall
Email: bailey.1117@osu.edu
Class Schedule: Monday, Wednesday, and Friday, 3:00-3:55pm
Room: Lecture days - 215 Schoenbaum Hall
with some Lab days held in 219 Schoenbaum Hall
Office Hours: Tuesday and Friday 4:00-5:30 pm,
or by appointment

Course Materials:

1. Materials posted on CARMEN (delivered via CANVAS)
 2. Textbook: *Marketing Research*, McDaniels and Gates, 10th edition
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1 Overview

This course is designed to provide an overview of the marketing research process and how it can be used to help inform the marketing decisions faced by managers. In this course, students will learn how the marketing research process is carried out through study and practice. This includes problem definition, research design, data collection, data analysis, and the reporting of results. To solidify these concepts, students will work in teams to execute a marketing research project for a company of their choosing.

Having successfully passed this class, students should be capable of:

- identifying management decision problems and marketing research problems
- recognizing the appropriate settings for various research designs
- conducting a focus group and summarizing qualitative findings
- designing a questionnaire and implementing a survey
- performing analysis of marketing data using SPSS
- interpreting research findings and making marketing recommendations.

This course will cover various aspects of marketing research and will apply many of the statistical techniques covered in the introductory statistics courses. It will involve lectures,

class discussions, homework, computer labs, team assignments, and two midterm exams. In class, we will go through key aspects of the designated topics. There will be room for classroom discussion and questions. Class will thus complement, not substitute, individual study.

2 Requirements and Grading

Grades will follow the standard rubric:

A	93-100%	B	83-86%	C	73-76%	D	63-66%
A-	90-92%	B-	80-82%	C-	70-72%	D-	60-62%
B+	87-89%	C+	77-79%	D+	67-69%	E	0-59%

Grades will be determined as follows:

Class Participation	10%
Labs (in pairs)	10%
Midterm Exam 1	25%
Midterm Exam 2	25%
Team Project	30%
– Research Objectives (3% of Total Grade)	
– Focus Group Report (3% of Total Grade)	
– Questionnaire (6% of Total Grade)	
– Presentation (9% of Total Grade)	
– Final Report (9% of Total Grade)	

2.1 Class Participation

Regular attendance and participation in classroom discussion is expected. Some of these discussions will include readings from the text. Be prepared, be on time, do not engage in side conversations during class, and turn off cell phones and other communication devices. Inappropriate behavior, such as being rude or disruptive, will result in a reduction in the class participation component of a student's grade.

2.2 Homework

Homework is assigned for the benefit of students as a means of practicing what is learned in class. Although the homework will not be collected, it is imperative that students keep up with the assignments as new material will build upon what has already been covered in class. Homework solutions will be provided on Carmen.

2.3 Exam

There will be two midterm exams in this course. Exam dates are listed in the course schedule, as are the review classes.

2.4 Labs

Labs will be completed in pairs. They are designed to provide the practice needed for each student to successfully conduct data analysis on their own. Note that the course project will require the same techniques that are applied in the lab assignments.

2.5 Team Project

The team project gives students the opportunity to have a hands-on experience with the course material. To begin, each team will identify their research objectives, run and summarize the findings from a focus group, and create/code a questionnaire in Qualtrics. The questionnaire will be graded and returned with revisions. Once the coded questionnaire has been approved, it will be distributed electronically to a “friends and family” sample. After the data has been gathered, the team will analyze it using the techniques covered in class. Finally, the team will interpret these results in a final report and present their findings and recommendations to the class as if the class were the firm in question.

2.5.1 Qualtrics

The team project includes coding the questionnaire in Qualtrics. This software is available to all Fisher students. To create an account, visit <http://osu.qualtrics.com> and click on “Please click here to create an account.” This is important, as setting up an account outside of the OSU system can create problems when editing and fielding questionnaires.

2.5.2 SPSS

Our labs will use Fisher computers and the data analysis for the team project can be carried out in Fisher computer labs. However, to obtain OSU’s SPSS download link and license code for your own computer, you need to use the Self Service Portal: <https://osuitsm.service-now.com/selfservice>. Windows and Mac OS X versions are available. Additional information regarding this process and the system requirements may be found here: <http://ocio.osu.edu/software>.

2.5.3 Presentations

Each team will be required to present their project in class. The other members of the class will evaluate these presentations. These peer evaluations will be a key input in determining each team’s grade for their presentation.

2.5.4 Peer Evaluation

At the end of the semester, team members will rate one another in terms of their relative contributions. Peer evaluations will be treated as confidential and will not be disclosed to students. I reserve the right to lower the final grade of any student that does not make a full contribution to team assignments.

3 Schedule

All **bold** assignments are **due on Carmen by 8pm**. The listed textbook reading will help in preparation for class discussion.

Date	Unit	Topic	Text Chapters	Assignments and Due dates
24-Aug	Research Process	The marketing research process	Ch. 1,3	
26-Aug		The marketing research process-continued		
29-Aug	Research Design	Exploratory Research	Ch. 4,5	
31-Aug		Discriptive and causal research	Ch. 8,9	
2-Sep		Discriptive and causal research - continued		Research Objectives
5-Sep		Labor Day - NO CLASS		
7-Sep		Survey methods	Ch. 6,7	
9-Sep		Survey methods and measurement		
12-Sep		Measurement scales and techniques	Ch. 10,11	
14-Sep		Questionnaire design	Ch. 12	
16-Sep		Questionnaire design and sampling	Ch. 13	Focus Group, HW 1
19-Sep		Review		
21-Sep		Midterm Exam 1		
23-Sep	Data Analysis	Review descriptive statistics	Ch. 14,15	
26-Sep		Review probability - random variables and distributions		
28-Sep		Review inferential statistics - Sampling distributions and the CLT		
30-Sep		Review inferential statistics - estimation and hypothesis testing	Ch. 16	HW2
3-Oct		Lab 1		
5-Oct		Lab 1		
7-Oct		Lab 1		Lab 1
10-Oct		Review inferential statistics - cross tabs and chi-squared tests	Ch. 17	
12-Oct		Review inferential statistics - testing for different means		
14-Oct		Fall Break - No Class		
17-Oct		Review inferential statistics - ANOVA and testing for correlation		HW 3
19-Oct		Review of regression - modeling consumers	Ch. 17,18	
21-Oct		Review of regression - continued		Questionnaire
24-Oct		Lab 2		
26-Oct		Lab 2		
28-Oct		Lab 2		Lab 2, HW 4
31-Oct		Reporting results	ch. 19	
2-Nov		Review		HW 5
4-Nov		Midterm Exam 2		
7-Nov	Advanced Topics	Overview of additional techniques		
9-Nov		Conjoint Analysis		
11-Nov		Veteran's Day - NO CLASS		
14-Nov		Lab 3		
16-Nov		Lab 3		
18-Nov		Lab 3		Lab 3
21-Nov		Project - In Class Consulting period		
23-Nov		Thanksgiving Break - NO CLASS		
25-Nov		Columbus Day - NO CLASS		
28-Nov	Presentations	Project - Team meeting day (do not need to meet in classroom)		
30-Nov		Presentations		Presentation Slides
2-Dec		Presentations		
5-Dec		Presentations		
7-Dec		Presentations/course Wrap-Up		Final Paper
9-Dec		Scheduled Final Exam - 12:00 - 1:45pm		

4 Communication

The best way to contact me outside class is via email. Students who come to see me during my office hours do not have to make an appointment. To see me at another time, please ask me for an appointment in person or via email. I will use Carmen, as needed, to share information outside of class.

5 Attendance

Students are responsible for their own success. It is your responsibility to attend class, participate in the discussions, and learn the presented material. I believe that most students take this seriously and avoid missing class, therefore, each student may miss up to two classes for any reason (no need to present an excuse). To avoid a reduction in the participation grade, any additional absences will require a valid excuse. A missed exam or presentation will only be excused in very special circumstances.

6 Honor Code

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that students review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that a student has violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

In this course, it is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows: "As a member of the Fisher College of Business Community, I am personally committed to the highest standards of behavior. Honesty and integrity are the foundations from which I will measure my actions. I will hold myself accountable to adhere to these standards. As a future leader in the community and business environment, I pledge to live by these principles and celebrate those who share these ideals."

7 Students with Disabilities

Any student who feels he or she may need an accommodation based on the impact of a disability should contact me privately to discuss specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities. It is the student's responsibility to discuss this with me well in advance of an assignment due date or exam.
