

Marketing research (BUSM&L 4202)

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Course website: Carmen Canvas

Schedule & Location

TuTh 8.00-9.20 (4202-0010 3934)

TuTh 9.35-10.55 (4202-0020 3935)

Course Materials

1. McDaniel and Gates, 2015, "Marketing Research", 10th edition, Wiley¹
ISBN-13: 978-1-118-80884-9
2. Other course material put up on CARMEN
3. SPSS 24 (see below)

SPSS

We will use SPSS for the lab assignments. While we will use the lab or mobile lab for the scheduled lab session, I recommend that you also install it on your own personal computer. Both PC and OSX versions are available for free through the OCIO.

Please follow the steps in the OCIO self-service (<https://osuitsm.service-now.com/selfservice/>) to obtain a license and download link.

If you have trouble, contact the IT Services Desk (Email: 8help@osu.edu). The IT service desk is located in 025 Central Classrooms.

Additional information regarding this process and system requirements may be found here: http://oit.osu.edu/site_license/slwin.html#spss

¹ The previous 9th edition can be used. Used copies can be found for as low as \$5.

Tentative Schedule

Wk	#	Date	Topic	Assignment
1	1	23-Aug	course overview, introduction	Ch. 1
1	2	25-Aug	Overview marketing research process	Ch. 3
2	3	30-Aug	Exploratory research and qualitative analysis	Ch. 4,5
2	4	1-Sep	Exploratory research and qualitative analysis	Ch. 4,5
3	5	6-Sep	Team project organization	
3	6	8-Sep	Survey methods	Ch. 6,7
4	7	13-Sep	Survey methods	Ch. 6,7
4	8	15-Sep	Measurement and attitude scaling	Ch. 10, 11
5	9	20-Sep	Measurement and attitude scaling	Ch. 10, 11
5	10	22-Sep	Questionnaire design	Ch. 12
6	11	27-Sep	Review	
6	12	29-Sep	Midterm	
7	13	4-Oct	LAB: Using Qualtrics Survey Software	
7	14	6-Oct	Observations	Ch. 8
8	15	11-Oct	Experiments	Ch. 9
8		13-Oct	no class	
9	16	18-Oct	Review of basic statistical knowledge	Ch. 14, 15
9	17	20-Oct	Review of basic statistical knowledge	Ch. 14, 15
10	18	25-Oct	Lab 1	
10	19	27-Oct	T-tests, Chi-square tests – Categorical Data	Ch. 15, 16
11	20	1-Nov	Lab 2	
11	21	3-Nov	Lab 2	
12	22	8-Nov	ANOVA and correlation	Ch. 16
12	23	10-Nov	Regression	Ch. 17, 18
13	24	15-Nov	Lab 3	
13	25	17-Nov	Lab 3	
14	26	22-Nov	Review	
14		24-Nov	no class	
15	27	29-Nov	Presentations	
15	28	1-Dec	Presentations	
		6-Dec	Exam	

Lab days are marked green

Communication

- I use Carmen extensively. I will post all course materials there. Additionally, I will post additional readings that you are free to read or not read, based on your interest.
- Please make sure to check your (Buckeye) e-mail frequently.

If you would like to contact me ...

- E-mail: The fastest way to contact me outside class is via email.
- In person:
 - o If you stop by during office hours, you do not have to make an appointment.
 - o If you would like to see me at another time, I recommend that you send me an email ahead of time. Usually I am in my office 5 days of the week, and I am glad to schedule same day appointments.
- Phone: You can also try to reach me over the phone, but please do not leave voice messages. The voice message system is very inconvenient to manage. Instead, just send me an email and we can set up a time.

Course Objectives

Companies need to make decisions. Marketing research aids the decision making process by collecting and analyzing data. Students will learn how the market research process is carried out conceptually, from translating managerial concepts to concrete information about a firm's customers and competitors. Students will present a research proposal about a topic of their choice at the end of this course. Apart from the tedious steps of data collection and data analysis, this team project will cover the most essential parts of a marketing research project.

The main sections of this course include the following: problem definition, research design, measurement and data collection, data analysis and reporting.

Having successfully passed this class, students should be capable of

- stating a management decision problem and a market research problem
- conducting a (survey-based) marketing research project
- performing analysis of marketing data using SPSS (mostly descriptive)
- interpreting statistics and making sense of data

Course Format

The course will cover various aspects of marketing research. It will involve lectures, class discussions, computer classes, and tests. There will be individual and team assignments.

You are **expected to read the designated chapter(s)** in the text book **prior** to the corresponding class session. In class, we will go through key aspects of the designated topics. There will be room for classroom discussion and questions, as research has shown that discussion is very

effective in supporting the learning process. Class attendance and active participation thus **complements (NOT: substitutes)** reading the chapters.

Investing a reasonable amount of time on a regular basis is therefore the safest and *most efficient way* to get a very good grade.

Course Requirement and Grading

Final grades consist of the following components:

Exams	1	25%
	2	25%
Research project	In teams	25%
Lab Assignments	In pairs	15%
Class participation		10%

Practice exams will be provided.

Class Participation

10% of your grade is set aside for this component. There may be short quizzes on Carmen every now and then. Quizzes will always be pre-announced via email. Class participation is expected, however, you may miss up to four (4) classes for any or no reason. Out of respect for your privacy, you do not need to provide excuses if you miss four classes or less. If you miss 5 or more classes, please contact me.

Lab assignments

There will be three lab assignments worth a total of 15%. Assignments will be posted on Carmen and should be done in pairs. For each assignment, an answer sheet needs to be filled out and submitted via Carmen. If you can't make it to class, please work on it from home or the Mason lab and contact me if you have questions. Classes dedicated to lab assignments do not count towards class participation, since you are already graded based on the submitted answer sheet.

Exams

Both exams will include material from the textbook (indicated chapters only), classroom discussion, and slides. The final exam will NOT be comprehensive, i.e. it only covers topics covered after the midterm. The exams will NOT contain pointless memorization questions (e.g. 'What color is the textbox on the bottom of page 87?'). Practice exams will be provided via Carmen. The exam format is multiple choice, using scantron forms.

Project

The research project mimics the entire marketing research process covered in this class. The idea is that you apply the concepts learned in class to a case of your choosing.

For this project, you have to (1) write a research proposal, (2) conduct exploratory research, (3) design a questionnaire, (4) collect responses and (5) analyze the data collected and (6) summarize your (preliminary) findings.

Since collecting survey responses can be very time-consuming, a valid sample size of 50 will be considered sufficient.

When developing the research proposal, please keep in mind that not all research questions are suitable for survey research. Some problems will be better answered using experiments or other techniques. However, for this project you need to work on a problem that can be addressed using survey research.

Topics

Examples of typical management decisions problems are:

- The introduction of a new product (what features are important? What price to charge? Who will buy the product?) [e.g. Should an Apple car be a small city car or a large sedan? Should it be sport and dynamic or comfortable and soft? How many buyers would consider the brand? Who are those people in terms of demographics and attitudes?]
- The introduction of an existing product to a new market (Is there demand in the new market? For instance, you could assess potential for a product that you have seen overseas. Historic examples include the introduction of soy sauce in the US, or ALDI and IKEA stores opening up in the US.)
- Improving customer satisfaction (Measure satisfaction and discover reasons for dissatisfaction. For instance, pick a product, store or restaurant and assess how satisfied people are overall, how well they think certain product features work and what kind of respondents are satisfied/dissatisfied with the product.) [E.g. How satisfied are customers at Olive Garden? What can be done to improve the level of customer satisfaction? And does the purpose of the visit (birthday party, lunch meeting, ...) affect satisfaction?]
- Managing the brand image (Assess the current brand image and brand images of competitors) [E.g. Determine the value and positioning of A&F brands relative to its competition. Which aspects of its brand image need to be changed, if any?]

The emphasis lies on conducting market research, not on inventing/developing a new product or brand. Whether you work for the internal market research department or for a consultant, stick to a 3rd person view. You can make suggestions, but keep the final decision to the decision maker (that's what they get paid for). Also keep in mind that 'boring' products can still make for exciting research problems.

Teams:

You need to form **teams of 5**. Please **choose your team members wisely**. There is no need to finalize teams during week 1. Instead, take your time to get to know each other, and check for compatibility of your schedules.

At the end of the term, team members will rate one another in terms of their relative contribution in team projects. Peer evaluations will be treated confidential and will not be

disclosed to students. As such, **shirking team responsibilities** is by far the easiest route to oblivion.

If team members continuously fail to deliver on agreed contributions or showing up to team meetings, they **may be fired** from their group on a by case basis. If you are fired, you need to find another group, work on your own or with another fired student. Please see me for advice should a team member fail to contribute.

The first step:

The first step is to state the management decision problem (MDP). Therefore your first task is to pick a business and define a related management decision problem. Please have a look at the examples mentioned here first before looking for an MDP. Please refrain from using topics that have been used in other classes.

Questionnaire

While research proposal do not always contain a ready-to-go questionnaire, it is often very useful for convincing the decision makers involved. Therefore I expect a final-version questionnaire, which could be actually used to gather for your proposed project.

Research proposal

The Marketing Research Proposal is described in the textbook (Ch.3, pg. 73). The main elements for this class project are:

- Statement of Research objectives
- Study Design (this include questionnaire)
- (Preliminary) Data Analysis

Details will be laid out in a separate document.

Presentations

Think of presentations as a device to convince a decision maker from the client (the chosen business) to fund your research.

Be on time

Do not disturb other students by being late.

BE A PROFESSIONAL IN CLASS

A part of your grade will be determined by your contribution to class. Along with actively participating in class discussions, it will not hurt you to be “a professional” in class. For instance, come to class on time, do not engage in side conversations during class, and turn off cell phones or other communication devices. Inappropriate behavior, such as being rude or disruptive, may result in a lower grade for the class participation component.

Class absence

You are responsible for your own success. This means that it is your responsibility to attend, participate and study the materials. I count on your responsibility; therefore you may miss up to four classes for any reason (no need to present or even invent excuses). If you miss more than 4 times, there will be a proportional participation grade deduction – unless you can present evidence of valid excuses. Again, if you don't miss more than 4 times, there is no need to ever present any excuse.

As for the lab assignments, make sure you hand in an answer sheet even if you do not make it to the scheduled lab session. All materials will be posted on Carmen and the software is available for download free of charge.

DROP

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, *whichever occurs first*.

<http://trustees.osu.edu/rules/university-rules/rules8/ru8-33.html>

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 you 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 you have 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.”

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

STUDENTS WITH DISABILITIES

Any student who feels she/he 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 your responsibility to discuss this with me well in advance of an assignment due date or an exam.