

# **Market Research (BUSML 4202)**

*Fisher College of Business  
The Ohio State University  
Fall, 2016*

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**Office hours:** Wed 1PM – 3PM (or by appointment)  
**Course website:** <https://carmen.osu.edu/>

## **CLASS SCHEDULE AND LOCATION**

TuTh 3:55PM - 5:15PM 8/23/2016 - 12/7/2016: SB 305, Lab sessions: SB 219  
TuTh 5:30PM - 6:50PM 8/23/2016 - 12/7/2016: SB 230, Lab sessions: SB 219

## **COURSE MATERIALS**

1. McDaniel and Gates, 2014, “Marketing Research”, 10th edition, Wiley  
ISBN-10: 1118808843, ISBN-13: 978-1118808849  
- *Previous editions can be used.*
2. Other course materials will be uploaded on CARMEN (<https://carmen.osu.edu/>)

## **COURSE OBJECTIVES**

Companies need to make decisions based on knowledge. Marketing research aids the decision making process by collecting and analyzing data. The last decade has seen an explosion in the quantity and quality of information available to managers. This course is about “data”: how to gather it and how to make sense of it. We will focus on understanding data relevant to marketers, the type’s available, experimental design, methods of collection and analysis. Course participants will learn to define a marketing research goal, create an effective measurement instrument (survey, focus group, experiments), and rigorously analyze the resulting information. We will focus on how the marketing research process is carried out conceptually, from translating managerial concepts to concrete information about a firm’s customers and competitors.

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 by setting a managerial goal
- defining a market research problem and conducting a relevant research project
- performing analysis of marketing data using SPSS (mostly descriptive)
- interpreting the results to apply to real world problems

## COURSE FORMAT

The course will cover various aspects of marketing research. It will involve lectures, class discussions, computer classes, and tests. You will be involved in both individual and team projects and presentations. You are **expected to read the designated chapter(s)** in the textbook before attending class session. This will assist your learning, and help you contribute to class discussions and score well on the tests.

In addition, the course will also involve “research proposal” that will be a bridge toward the real world application of your knowledge.

## COURSE REQUIREMENT AND GRADING

Final grades consist of the following components:

Exams	1	20%
	2	20%
	3	20%
Research proposal	In teams	20%
Lab Assignments	In pairs	10%
Class participation	Includes attendance and quizzes	10%

## CLASS AND LAB PARTICIPATION

10% of your grade is set aside for class participation. Regular attendance is expected and you will be tested on the material covered in class. Participation in discussion is encouraged. There will be quizzes on Carmen.

There will be a few lab assignments to hand in after lab sessions. Lab assignments will help you apply your knowledge to real data sets. This will be another 10% of your grade.

## EXAMS

There will be three exams; two during class time and one in the week of final exams. Exams will include all contents from the textbook (indicated chapters only), classroom discussion, slides or other supplemental materials provided in class. These exams are multiple-choice questions and will not be cumulative.

Basically, lectures and discussions in class **complement, NOT substitute**, reading the chapters. Therefore contents in the textbook that are not explicitly discussed in class may be included in the exams.

## TEAM PROJECT

This project is a practice to the real world case. Assume that you conduct a marketing research project for a brand/product/firm. To achieve your goal, you need to write a research proposal, do exploratory research and design a questionnaire. Fielding the questionnaire or analyzing data is not required.

You need to form **teams of 5**. As a team, you will work together to

- pick a business and product
- formulate a goal statement or management decision problem
- do preliminary research – in particular conduct a focus group and do desk research (details about focus group follow)

- develop a questionnaire
- write a research proposal (see the book for details on what that means) and preliminary research report

Depending on class size, the group size may be adjusted to 4 or 6.

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. Examples of typical management decisions problems are:

- The introduction of a new product
- The introduction of an existing product to a new market
- Discovering new business opportunities
- Improving customer satisfaction
- Improving sales or awareness

Once you have decided on the business, product and MDP, create a document stating the following:

- 1) the actual management decision problem and
- 2) the information you think is useful in order to make a good decision. This will be the basis for developing the MRP.

This is the essence of an MRP (Ch.3, pg. 73).

Based on the results, you should create a report and research proposal to convince the decision maker to conduct the research.

**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:

- 1) Statement of Research objectives
  - a) Repeat the MDP here
- 2) Study Design
  - a) This include questionnaire
  - b) Additionally, I would like to see a brief summary of the preliminary research
- 3) Data Analysis
  - a) Which methods will you use? (brief description only)
- 4) Assumptions

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

**Peer evaluation** At the end of the term, team members will evaluate each other's contribution. 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.

## TENTATIVE SCHEDULE

Important dates are in bold. The schedule is subject to change.

#	Day	Date	Topic	Reading/Assignments
1	Tue	23-Aug	Welcome, Course overview	Ch. 1
2	Thu	25-Aug	Introduction to Marketing Research Team Project – form groups, select topic	<i>Due: Self introduction, In class: Group members and topics</i>
3	Tue	30-Aug	Overview marketing research process	Ch. 3
4	Thu	1-Sep	Exploratory research and qualitative analysis	Ch. 4, 5
5	Tue	6-Sep	Focus Group Interview Team Project –selection of company/product and first thoughts on problem definition	<i>In class: Team project plans</i>
6	Thu	8-Sep	Survey methods	Ch. 6, 7
7	Tue	13-Sep	Measurement and attitude scaling	Ch. 10, 11
8	Thu	15-Sep	Questionnaire design	Ch. 12
9	<b>Tue</b>	<b>20-Sep</b>	<b>Exam (Ch.1, 3, 4, 5, 6, 7, 10)</b>	<b>No Exceptions</b>
10	Thu	22-Sep	Experiments	Ch. 9
11	Tue	27-Sep	Review of basic statistical knowledge, Part I	Ch. 14, 15
12	Thu	29-Sep	Review of basic statistical knowledge, Part II	Ch. 14, 15
13	Tue	4-Oct	Cross tabs and chi-square test	Ch. 15, 16
14	Thu	6-Oct	Testing for different means	Ch. 16
15	Tue	11-Oct	Reading Day (No Class)	
16	Thu	13-Oct	Fall Break (No Class)	
17	Tue	18-Oct	Correlations and Regression, Part I	Ch. 17
18	<b>Thu</b>	<b>20-Oct</b>	<b>Exam (Ch. 9, 10,11,12, 14, 15)</b>	<b>No Exceptions</b>
19	Tue	25-Oct	Correlations and Regression, Part II	Ch. 17
20	Thu	27-Oct	Reporting results, Analyzing / Reporting Rating Scale Data	Ch. 19
21	Tue	1-Nov	Lab – SPSS Intro. (SB 219)	Lab assignment 1
22	Thu	3-Nov	Lab – Descriptives and simple tests (SB 219)	
23	Tue	8-Nov	Lab – Correlation and cross tabs (SB 219)	Lab assignment 2
24	Thu	10-Nov	Lab – Mean difference and ANOVA (SB 219)	
25	Tue	15-Nov	Lab – Regression analysis (SB 219)	Lab assignment 3
26	Thu	17-Nov	Lab – Regression analysis (SB 219)	
27	Tue	22-Nov	Observation techniques	Ch. 8
28	Thu	24-Nov	Happy Thanksgiving! (No Class)	
29	Tue	29-Nov	Exam Review Walk-in consulting for team project	
30	<b>Thu</b>	<b>1-Dec</b>	<b>Team Presentations</b>	<b>Ch. 19</b>
31	<b>Tue</b>	<b>6-Dec</b>	<b>Team Presentations</b>	<b>Ch. 19</b>
<b>TBD</b>			<b>Final Exam (Ch. 8, 14, 15, 16, 17, 19, Labs)</b>	<b>No Exceptions</b>

## **OFFICE HOURS**

Your instructor is here to help you. Please do not hesitate to ask any questions.

The best way to contact me outside class is via email. If you come to see me during my office hours, you do not have to make an appointment. If you need to see me at another time, please ask for an appointment via email.

I might use Carmen to contact you. Please make sure that you receive emails sent by the Carmen system. You should also check your email frequently in case other group members or I need to contact you.

## **SPSS**

To obtain the SPSS license codes, you need to fill out the following form:

[http://oit.osu.edu/site\\_license/Licenses/spsslicensestud.pdf](http://oit.osu.edu/site_license/Licenses/spsslicensestud.pdf).

Once completed, you can manually walk it over or scan/fax the signed document to the IT Services Desk (Fax: 614-292-3299 or Email: [8help@osu.edu](mailto:8help@osu.edu)). The IT service desk is located in *025 Central Classrooms*.

Once the codes are received, you can download the software on the OCIO Site Licensed Software Downloads website, at <http://osusls.osu.edu/>. Windows and Mac OS X versions are available. If you use linux, I could look into alternative solutions – just contact me.

Additional information regarding this process and system requirements may be found here:

[http://oit.osu.edu/site\\_license/slwin.html#spss](http://oit.osu.edu/site_license/slwin.html#spss)

## **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 absorb 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 (“my internet did not work” or “my computer did not work” are NOT valid excuses). As for the labs with assignment (marked LAB – Assignment), you have to attend if there is no valid excuse.

## **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 3<sup>rd</sup> 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.

**ADDITIONAL MATERIALS** (not required, look at it based on interest)

If you want to learn more about SPSS and multivariate data analysis, the following textbook provides an excellent and very easy-to-understand guide, which is also perfect for independent study. The book has proven to be a life-saver for students writing empirical theses in various disciplines.

*Field, "Discovering Statistics Using SPSS", 3<sup>rd</sup> Edition, Sage Pub, 2009*

Another great textbook on Market Research (competing with the textbook we use in class) is

*Marketing Research: An Applied Orientation, 6<sup>th</sup> Edition, Prentice Hall, 2009*