

# BUSML 4202 Marketing Research

## Summer 2016

Instructor: Adam Smith  
Office: 540 Fisher Hall  
Email: [smith.6588@osu.edu](mailto:smith.6588@osu.edu)  
Class Schedule: MWF 1:00–2:35pm  
Location: 315 Schoenbaum Hall  
Office Hours: MW 2:45–4:00pm (or by appointment)

## 1 Overview

This course is designed to provide an overview of the marketing research process and how it can be used to help businesses make effective marketing decisions. Students will learn how marketing research is carried out through study and experience. This includes problem definition, research design, data collection, data analysis, and reporting. Students will work in groups to execute a marketing research project for a company/brand of their choosing.

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

- Identifying management decision problems and marketing research problems;
- Holding a focus group and summarizing qualitative findings;
- Designing a questionnaire and implementing a survey;
- Performing analysis of marketing data using R/Radiant;
- 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, computer labs, quizzes, an exam, and group assignments. 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 Textbook and Course Notes

The textbook for this course is *Modern Marketing Research* by Feinberg, Kinnear, and Taylor. The textbook is not required, but is a good reference to have while you work through this class and begin your career in marketing. If you want to purchase the book, do not worry about getting the Qualtrics printed access card, as you will have access to a Qualtrics account through Fisher. All lecture notes and other course materials will be available on Carmen ([www.carmen.osu.edu](http://www.carmen.osu.edu)).

### 3 Computing

We will analyze data using R and a more user-friendly interface of R called Radiant. R is a free, open-source statistical software package that is used by most firms on the frontier of marketing research. Unlike other point-and-click platforms (e.g., SPSS, Excel, Minitab), R has a command line interface that gives the user complete flexibility when carrying out statistical analyses.

Since most students will not have any prior experience using R, we will spend most of the time using Radiant. Radiant is a browser-based, point-and-click interface that runs R “behind the scenes,” but requires no working knowledge of coding. This will allow students to summarize, visualize, and analyze data using all of R’s powerful tools without adding the burden of computer programming.

To download R, go to <http://cran.case.edu> and click “Download R for Linux/Mac/Windows.” After installing R, I would also recommend downloading RStudio ([www.rstudio.com](http://www.rstudio.com)), which is a more coherent and visually appealing environment for running R. Finally, to access Radiant, download the `radiant` package in R/RStudio by entering the following code in the command line.

```
install.packages("radiant",repos="http://vnijs.github.io/radiant_miniCRAN/",type='binary')
library(radiant)
radiant(app=c("marketing"))
```

### 4 Evaluation

Grades will be determined as follows.

1. Class Participation	10%
2. Quizzes (4 at 5% each)	20%
3. Exam	20%
4. Labs	10%
5. Group Project	40%
– Research Objectives (5%)	
– Focus Group Report (5%)	
– Questionnaire (10%)	
– Final Report (10%)	
– Presentation (10%)	

Letter grades will follow the standard rubric (<http://resourcecenter.odee.osu.edu/carmen/using-grade-schemes>).

## 4.1 Class Participation

Regular attendance and participation is expected. You should be at least as concerned with the quality of your contributions to class discussions as you are with the quantity. Multiple absences or inappropriate behavior during class (such as being rude or disruptive) may result in a lower grade for the class participation component.

## 4.2 Quizzes

While you are encouraged to study in groups, each of the four quizzes is to be completed individually, without assistance of other classmates. Each quiz will be available on Carmen a week before it is due and is intended to be used as a gauge of how well students understand the material that is being covered. The quizzes also provide practice for the in-class exam.

## 4.3 Exam

The exam will be held at the end of the Data Analysis unit (see the course schedule). It will be cumulative, closed book, and closed notes.

## 4.4 Labs

Labs will be completed in pairs. They are designed to provide the practice needed for students to successfully conduct their own data analysis for the group project.

## 4.5 Group Project

The group project gives students the opportunity to have a hands-on experience with the course material. They will identify research objectives, run and summarize the findings from a focus group, and then create and 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 group will analyze it using the techniques covered in class. Based on the data analysis, the group will write a final report and present their findings and recommendations to the class.

### 4.5.1 *Qualtrics*

The group project includes coding the questionnaire in Qualtrics. The 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.”

### 4.5.2 *Presentations*

Each group will be required to present their project in class. It is not required that each group member present. However, each group member will receive the same grade.

### 4.5.3 Peer Evaluation

At the end of the semester, group members will rate one another in terms of their relative contributions. Peer evaluations will be treated 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 group work.

## 5 Schedule

All assignments are due on Carmen by the start of the class session they are associated with. Relevant readings in the textbook are also listed for each week.

Week	Unit	Topics	Assignment
Week 1 June 8 - June 10	Purpose and Process	Purpose of Marketing Research Marketing Research Process	<b>Project:</b> Form groups (F) Ch. 1
Week 2 June 13 - June 17	Research Design	Exploratory Research Descriptive and Causal Research Survey Research	<b>Project:</b> Research Objectives (F) Ch. 2-5
Week 3 June 20 - June 24		Measurement Scales and Techniques Questionnaire Design Sampling	Quiz 1 (M) <b>Project:</b> Focus Group Report (F) Ch. 6-7
Week 4 June 27 - July 1	Data Analysis	Data Visualization Probability Basics <b>Lab:</b> Intro to R/Radiant	Quiz 2 (M) <b>Project:</b> Questionnaire (F) Ch. 8
Week 5 July 6 - July 8		Inference Statistical Tests	Ch. 8
Week 6 July 11 - July 15		<b>Lab:</b> Analyzing Data in R/Radiant Reporting Results Review	Quiz 3 (M) Ch. 12
Week 7 July 18 - July 22	Advanced Topics	<b>Exam</b> <b>Project:</b> Data Analysis Regression	Quiz 4 (M) Ch. 9
Week 8 July 25 - July 29		<b>Lab:</b> Regression Conjoint Analysis <b>Project:</b> Presentations	SEIs (F) <b>Project:</b> Final Report (F) Ch. 11

## 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.