

## Marketing research (BUSM&L 4202)

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Office hours: Wed 2-4  
Course website: Carmen Canvas  
Syllabus version: 2008-1.01

### ***Schedule & Location***

TuTh 11:10AM - 12:30PM Mason Hall 405  
TuTh 9:35AM - 10:55AM Schoenbaum Hall 305

### ***Course Materials***

1. McDaniel and Gates, 2017, "Marketing Research", 11th edition, Wiley  
ISBN-13: 978-1-119-39201-9 **or**  
McDaniel and Gates, 2015, "Marketing Research", 10th edition, Wiley  
ISBN-13: 978-1-118-80884-9 **or**  
McDaniel and Gates, 2011, "Marketing Research", 9th edition, Wiley  
ISBN-13: 978-1-118-07461-9
2. Other course material put up on CARMEN / Canvas
3. SPSS 25 (see below)

### **Textbook**

The core materials in the textbook remain largely unchanged over the years. Since we are not using examples from the textbook, there is no benefit from buying the most recent (and most expensive) version of it. Used copies of older editions can often be found for just a few dollars.

### **Carmen**

All class materials and assignments will be made available on Carmen/Canvas.

### **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://ocio.osu.edu/software/software-request-instructions>) to obtain a license and download link. You will also find instructions on how to obtain it on the Carmen course page.

## Tentative Schedule

Below is a tentative overview of the class schedule. Please refer to the course page on Carmen/Canvas for all details and the most up-to date version of the schedule

W	Date	#	topic	V	quiz	due
1	8/21	1	Introduction			
	8/23	2	Form teams for team project, Choosing topics	2	Q1	
2	8/28	3	Design focus group discussion guides (team project)	3	Q2	P1 Topic for project
	8/30	4	Conduct desk research (team project)	4	Q3	
3	9/4	5	no class - conduct focus group (team project)			P2 Secondary Data
	9/6	6	no class - conduct focus group (team project)			
4	9/11	7	Focus group analysis, MDP/MRP (team project)			P3 Focus Group
	9/13	8	Survey Discussion	5	Q4	
5	9/18	9	Survey Design with Qualtrics (turn in)	5	Q5	
	9/20	10	Survey Drafting (team project)			
6	9/25	11	Review			P4 Questionnaire draft
	9/27	12	Mid-term 1			
7	10/2	13	Project, Survey Finalization, start data collection			
	10/4	14	Data collection			P5 Final Questionnaire
8	10/9	15	Statistic Review			
	10/11		Autumn Break			
9	10/16	16	Lab 1 - Introduction to SPSS			
	10/18	17	Lab 2 - Bivariate Statistics	6		
10	10/23	18	Lab 2 - Bivariate Statistics			
	10/25	19	Lab 3 - Developing and Testing Hypotheses	7		
11	10/30	20	Lab 3 - Developing and Testing Hypotheses			
	11/1	21	Project, Data Analysis			
12	11/6	22	Project discussion			
	11/8	23	Observations and Experiments			P6 Data
13	11/13	24	Review			
	11/15	25	Mid-term 2			
14	11/20	26	Project Finalization			
	11/22		Thanksgiving			
15	11/27	27	Presentations			Project write-up
	11/29	28	Presentations			
	12/4	29	Presentations			

## **Communication**

- I use Carmen / Canvas extensively. I will post all course materials there.
- 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. You can send email directly or through Carmen, whatever you prefer.
- In person:
  - o If you stop by during office hours, you do not have to make an appointment. While not required, I do appreciate if you let me know in advance, so I know how many students to expect.
  - 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 happy to schedule same day appointments whenever possible.
- 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 Format**

The course will cover various aspects of marketing research. It will involve work in teams on a class project, some live lectures, several recorded lectures available online, some class discussions, computer classes / lab assignments, and tests. About 50% of class time is dedicated to students working in teams, since the 'learning by doing' aspect is vital to learning how to conduct marketing research.

## **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 Requirement and Grading

Final grades consist of the following components, where 983 Credits = 100%.

240	Exam 1
240	Exam 2
60	Participation
30	Survey Assignment
30	Lab 1
50	Lab 2
50	Lab 3
235	Team project
48	Quizzes
<b>983</b>	<b>Total</b>

### 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.

### Participation

Most students can expect to receive full credits. 50% of class time is dedicated to work in project teams, and attendance is required to ensure productive team interactions. Attendance is not required during lab assignments or exam review sessions.

### Survey assignment

The survey assignment will be posted on Carmen and should be done in pairs. It is designed to be an exercise in setting up an actual online survey questionnaire.

### Lab assignments

Lab 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.

### Team project

The team project (details below) is worth about as much as an exam. Active contribution is required in order to gain full participation scores. The team project score contains credits for reaching milestones, designing a survey, presenting results and creating a write-up.

### Quizzes

Several lectures are delivered online, via recorded screencasts. Quizzes are designed to encourage attention to those lectures, and provide immediate feedback. Quizzes are *individual* assignments.

## **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. The class project is an essential part of this class, and a significant portion of class time is dedicated to it.

For this project, you have to (1) define an interesting marketing problem, (2) conduct exploratory research, (3) design a questionnaire, (4) collect responses and (5) analyze the data collected and (6) summarize your (preliminary) findings in a written report and (7) present your research.

Since collecting survey responses can be very time-consuming, a valid sample size of 55 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.

Milestone tasks (assignments P1 – P6) on Carmen will help you keep on track. Half of class time is dedicated to work on the project, to facilitate team interaction.

### **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.)
- Improve sales of a slow product. E.g.: Apple faces softening sales of the iPad in 2016/17. There were many possible reasons: maybe tablets are out of fashion or saturated, maybe the competitive offers were more attractive, maybe it is substituted by phablets and touch laptops. Now what could the reason for slowing sales be and what could be done about it? Think, then see footnote:<sup>1</sup>
- Improving customer satisfaction (Measure satisfaction and discover reasons for dissatisfaction. For instance, pick a product, store or restaurant and asses 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?]

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<sup>1</sup> In the end, Apple found that price was the main issue and a new cheaper iPad was released that led to increasing sales.

- 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 is 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 3<sup>rd</sup> 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. Exciting, fancy products or brands do not guarantee an 'easier' project. Please refrain from using topics that have been used in other classes.

### **Teams:**

You need to form **teams of 5**. Please **choose your team members wisely**.

At the end of the term, team members will rate one another in terms of their relative contribution in team projects. Individual 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. In light cases of free riding, there will be deductions from your participation credits. In severe cases, additional penalties may apply.

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.

### **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)
- Data Analysis

Details will be laid out in a separate document.

### **Questionnaire**

The questionnaire is they key elements of the research project. Good questionnaires need time and a lot of discussion. Between milestones P4 and P5 you should plan to meet as a team, and tune the questionnaire to make is as good as possible. Ask 'would a company actually run the questionnaire exactly like this!' If the answer is yes, you are ready to submit P5.

### ***Class presence & absence***

It is your responsibility to study and contribute to the class, mostly through participating in the team project.

Half of regular class time is dedicated to work on the team project, and attendance is expected.

If you have to miss class during those days (for whatever reason), please coordinate with your team. Keep in mind that there are peer evaluations at the conclusions of the team project.

During lab sessions (week 9-11) and on exam review days, attendance is optional.

Most students can expect full credit for participation, while project free-riders are likely to see a lower score for participation.

### ***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*.

<https://trustees.osu.edu/rules/university-rules/chapter-3335-8-instruction.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 098 Baker 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.