Fall 2023 Schedule *(Subject to Change)*

Date	Topic	Required Pre-Reading / Pre-Video	Assignment Due
Aug, 22nd *Tue.*	Course Introduction What is Marketing Research?	**Read:** Chapter 1	
Aug, 24th *Thu.*	Marketing Research Process Defining a Problem	**Read:** Chapter 2 *(pp.15-20)* & Chapter 3 *(pp.27-36)* **Read:** Backward MR *(course pack)*	**"About You"**
Aug, 29th *Tue.*	GC 1 Discussion Southwest Conquistador	**Read: GC1** "Southwest Conquistador	**GC 1, Part 1**
Aug, 31st *Thu.*	Group Discussion Day for Case 1 **VIRTUAL**		**Discussion Board 1 (class project topics)**
Sept, 5th. *Tue.*	Primary vs. Secondary Data Qualitative Research Observation	**Read:** Chapter 5 *(pp.60-63)* ; **Skim:** Chapter 9 **Read:** Chapter 4 **Read:** Chapter 10	**IA 1**
Sept, 7th *Thu.*	How to Measure?	**Read:** Chapter 12 **Watch:** Types of Scales	**GC 1, Part 2**
Sept, 12th *Tue.*	How to Write Qood Questions?	**Read:** Chapter 13	**IA 2**
Sept, 14th *Thur.*	Application Day: Class Project (problem formation) GC 2 Group meetings	**Read:** GC2 "Harvard Graduate Housing" *(coursepack)*	
Sept, 19th. *Tue*	GC 2 Discussion Harvard Graduate Housing		**GC 2**
Sept, 21st *Thu.*	Causation Intro to Expereimentation	**Read:** Chapter 8	
Sept, 26th *Tue.*	How to Desing Good Experiments?		
Sept, 28th *Thur.*	Application Day: Class Project (questionnaire) GC 3 Group meetings	**Read:** BEworks: Experimentation in Business *(coursepack)*	
Oct, 3rd *Tue.*	**Guest Speaker: Nidhi Patel** **North America Head of Data Strategy @ MarTech**		
Oct, 5th *Thu.*	GC 3 Disucssion BEWorks: Experimentation in Business		**Discussion Board 2** **GC 3**
Oct, 10th *Tue.*	**EXAM 1** **Materials covered from 08/22 to 10/05**		
Oct, 12th *Thu.*	**NO CLASS** **Fall Break**		

Date	Topic	Required Pre-Reading / Pre-Video	Assignment Due
Oct, 17th *Tue.*	Sampling	**Read:** Chapter 14; **Skim:** Chapter 15	
Oct, 19th *Thu.*	Data Processing, Coding and Descriptive Statistics	**Read:** Chapter 16 **Read:** Chapter 17 *(pp. 254-262)*	
Oct, 24th *Tue.* **+**	Choosing a test Hypothesis testing	**Read:** How to use SPSS? **Read:** Chapter 17 *(pp. 262-265)*	
Oct, 26th *Thu.*		**NO CLASS**	
Oct, 31st *Tue.* **+**	Navigating SPSS Chi-square	**Read:** Chapter 18 *(pp. 269-273)* **Watch:** Chi-square	**IA 3**
Nov, 2nd *Thu.*		**Guest Speaker: Lucy Liu Jingchen** **International Consumer Insights Manager @ The Wendy's Company**	
Nov, 7th *Tue* **+**	t-tests	**Read:** Chapter 18 *(pp. 273-276)*	**Lab 1**
Nov, 9th *Thu.* **+**	ANOVA		**Lab 2**
Nov, 14th *Tue.* **+**	Correlation Simple Regressions	**Read:** Chapter 18 *(pp. 276-280)*	
Nov, 16th *Thu.* **+**	Multiple Regressions	**Read:** "Forcasting with Regression " *(coursepack)* **Read:** Chapter 18 *(pp. 277-280)*	**Lab 3**
Nov, 21st *Tue.*	Big Data & Text Mining **VIRTUAL**	**Read:** Chapters 6 & 7 **Watch:** Big Data & Text Mining	
Nov, 23rd *Thu.*		**NO CLASS** **Thanksgiving**	
Nov, 28th *Tue.* **+**	Data Analyses Re-cap		**Lab 4**
Nov, 30th *Thu.* **+**	Course Review		
Dec, 5th *Tue.*		**EXAM 2** **Materials covered from 10/12 to 11/30**	

+ indicates computer days, where you are required to bring your laptop with SPSS loaded and functioning properly.