

BUSML 4202 Marketing Research

Spring 2024

Instructor: Roger Bailey
Office: 560 Fisher Hall
Email: bailey.1117@osu.edu
Class Schedule: Tuesday and Thursday, 2:20-3:40am
Room: 315 Schoenbaum Hall
Office Hours: Tuesday 9:45am - 11:15am and 4:00pm - 5:30pm
(or by appointment)

Course Materials:

1. Materials posted on Carmen (www.carmen.osu.edu)
 2. Textbook: *Marketing Research*, McDaniel and Gates, 12th edition
-

1 Overview

This course is designed to provide an overview of the marketing research process and how it can be used to help inform the marketing decisions faced by managers. In this course, students will learn how the marketing research process is carried out through study and practice. This includes problem definition, research design, data collection, data analysis, and the reporting of results. To solidify these concepts, students will work in teams to execute a marketing research project for a company of their choosing.

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

- identifying management problems and marketing research problems
- recognizing the appropriate settings for various research designs
- conducting a focus group and summarizing qualitative findings
- designing a questionnaire and implementing a survey
- performing analysis of marketing data using SPSS
- 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, homework, computer labs, team assignments, and two midterm exams. 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 Requirements and Grading

Grades will follow the standard rubric:

A	93-100%	B	83-86.9%	C	73-76.9%	D	63-66.9%
A-	90-92.9%	B-	80-82.9%	C-	70-72.9%	D-	60-62.9%
B+	87-89.9%	C+	77-79.9%	D+	67-69.9%	E	0-59.9%

Grades will be determined as follows:

Class Participation	10%
Practice Quizzes	5%
Labs (in pairs)	15%
Midterm Exam 1	25%
Midterm Exam 2	25%
Team Project	20%
– Research Objectives (2% of Total)	
– Focus Group Report (2% of Total)	
– Questionnaire/Analysis Plan (6% of Total)	
– Poster and Final Report (10% of Total)	

2.1 Class Participation

Consistent attendance and participation in classroom discussion is expected. Be prepared and be on time. Remote or in-person, we are all in this to learn, so jump into the conversation. Participation in classroom discussion will be recorded each day by a student that will receive full marks for that day's participation.

2.2 Practice Quizzes

Practice Quizzes are assigned for the benefit of students as a means of practicing what is learned in class. It is imperative that students keep up with the assignments as new material will build upon what has already been covered in class, so these quizzes will be posted and graded throughout the semester.

2.3 Exams

There will be two midterm exams in this course. Exam dates are listed in the course schedule, as are the review classes.

2.4 Labs

Labs may be completed in pairs. They are designed to provide the practice needed for each student to successfully conduct data analysis on their own. Note that the course project will require the same techniques that are applied in the lab assignments. The labs will analyze data using the SPSS statistical package discussed below.

2.5 Team Project

The team project gives students the opportunity to gain hands-on experience applying the course material. Each team will identify their research objectives, run a focus group and summarize the findings, create/code a questionnaire in Qualtrics, distributed the questionnaire to a “friends and family” sample, and analyze the data using the techniques covered in the course. Each team will then interpret these results in a final report and present their findings and recommendations to the class.

2.5.1 Qualtrics

The team project includes coding the questionnaire in Qualtrics. This 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.” This is important, as setting up an account outside of the OSU system can create problems when editing and fielding questionnaires.

2.5.2 SPSS

Our labs will use SPSS statistical software. The OSU Virtual Desktop can be used to access SPSS. If you would like to install SPSS on your own machine you can obtain OSU’s SPSS download link and license code using the Self Service Portal: <https://osuitsm.service-now.com/selfservice>. Windows and Mac OS X versions are available. Additional information regarding this process and the system requirements may be found here: <http://ocio.osu.edu/software>.

2.5.3 Poster and Final Report

Each team will be required to create a research poster, submit it via CARMEN, and present this poster to the class on the final day. A detailed Final Report will also be submitted via CARMEN.

2.5.4 Peer Evaluation

At the end of the semester, team members will rate one another in terms of their relative contributions. Peer evaluations are confidential and will not be disclosed. I reserve the right to lower the final grade of any student that does not fully contribute to their team project.

3 Schedule

All **bold** assignments are **due on Carmen by 8pm** except the **Research Poster** that is due **before class**. The textbook readings will help in preparation for class discussion.

Date	Unit	Topic	Text* Chapters	Assignments and Due dates	
9-Jan	Intro	The Marketing Research Process	Ch. 1		
11-Jan	Research Design	Exploratory Research Methods	Ch. 7,8		
16-Jan		Descriptive Research Methods	Ch. 2,6,9		
18-Jan		Causal Research	Ch. 11	Research Objectives	
23-Jan		Measurement	Ch. 3		
25-Jan		Measurement and Questionnaire Design	Ch. 4	PQ1	
30-Jan		Questionnaires and Sampling Methods	Ch. 5		
1-Feb		Introduction to Qualtrics and Review		Focus Group	
6-Feb		Exam 1			
8-Feb	Data Analysis	Review of Descriptive Statistics	Ch. 10, 12		
13-Feb		Random Variables, Distributions, and the CLT	Ch. 5		
15-Feb		Estimation	Ch. 5	PQ2	
20-Feb		Lab 1			
22-Feb		Lab 1		Lab 1	
27-Feb		Univariate Hypothesis Testing	Ch. 13		
29-Feb		Testing Differences Between Two Groups	Ch. 13	PQ3	
5-Mar		ANOVA	Ch. 13		
7-Mar		Correlation and Simple Regression	Ch. 14	Questionnaire	
12-Mar		Spring Break			
14-Mar		Spring Break			
19-Mar		Lab 2			
21-Mar		Lab 2		Lab 2	
26-Mar		Using Regression in Marketing Research	Ch. 14		
28-Mar		Application and Presenting Results	Ch. 15	PQ4	
2-Apr		Review			
4-Apr	Exam 2				
9-Apr	Reporting Results	Additional Techniques			
11-Apr		Additional Techniques - Continued			
16-Apr		In Class Consulting			
18-Apr		Poster Presentations		Poster/Final Paper	
24-Apr		Scheduled Final Exam - 2:20am - 4:05am			

4 Communication

The best way to contact me outside class is via email. Students who come to see me during my office hours do not have to make an appointment. To see me at another time, please ask me for an appointment in person or via email. I will use Carmen, as needed, to share information outside of class.

5 Attendance

Students are responsible for their own success. It is your responsibility to attend class, participate in the discussions, and learn the presented material. I believe that most students take this seriously and avoid missing class, therefore, each student may miss up to two classes for any reason (no need to present an excuse). To avoid a reduction in the participation grade, any additional absences will require a valid excuse. Note that you must sign and check your name each class day to indicate your presence. If you forgot to sign/check your name, you must let me know before the end of the next class period. A missed exam or presentation will only be excused in very special circumstances.

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 of Student Life Disability Services at 614-292-3307 in room 098 Baker 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.
