

BUSML 7201 - Marketing Research and Analytics

Summer 2023 “8 Week” Session 1

Instructor: Roger Bailey
Office: 560 Fisher Hall
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Class Schedule: Monday 6:15 - 9:30pm
Room: Gerlach 305
Office Hours: Monday 5:00 - 6:15pm & by appointment

Course Materials:

1. Materials posted on Carmen (www.carmen.osu.edu)
 2. (*Marketing Research: An Applied Orientation, 7th edition, Malhotra*) - Required
 3. (*Harvard Coursepack*) - Optional Reference - Includes cases from Marketing Core
 4. (*R for Marketing Research and Analytics, Chapman and Feit*) - Optional Reference
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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 through various lab assignments and complete the construction of a questionnaire.

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

- identifying management decision problems and marketing research problems
- recognizing the appropriate settings for various research designs
- designing a questionnaire and implementing a survey
- performing analysis of marketing data using R
- interpreting research findings to make marketing recommendations.

This course will cover various aspects of marketing research and will apply many of the statistical techniques covered in the core Data Analytics course. It will involve lectures, class discussions, homework, computer labs and a final exam. 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 reading and study.

2 Requirements and Grading

Grades will be determined as follows, with a class average of no more than 3.6 grade points:

Class Contribution	15%
Lab Assignments	20%
Quizzes	20%
Questionnaire Assignment	15%
Final Exam	30%

2.1 Class Contribution

Students are expected to be prepared for each class session, and contribution to class discussion is expected. These discussions will cover assigned readings/cases and students' own experience and thoughts on the topic at hand. Classroom discussion is necessary for the course to function well and every person must contribute. Class discussion is an opportunity for students to demonstrate that they have thought about the material, and contribution will be measured through a combination of instructor notes and session recordings. Guidelines for effective class participation include

- Be willing to go beyond simple repetition of facts from the readings to include your own analysis and conclusions. The risk of being “wrong” or controversial is far outweighed by value of the subsequent discussion.
- Be on point and pay attention. Your comments should be relevant to the ongoing discussion and connected with the ongoing discussion of peers.
- Be thoughtful in your comments. Discussion is meant to improve understanding, and insightful comments assist in exploring the topic deeply.
- Be able to incorporate and connect to material from past sessions. The coursework is cumulative, and hence the discussions should be cumulative as well.

Note that cold-calling can be used in this course at any time.

2.2 Quizzes

Correct understanding of conceptual material will be assessed via quizzes. These two quizzes will be posted on CARMEN and are to be completed individually by each student. Students will have a week to complete each quiz, and the quizzes must be submitted by end-of-day on the date listed on the course schedule.

2.3 Lab Assignments

Correct application of quantitative material will be assessed via lab assignments. There will be three quantitative lab assignments that will be due on CARMEN by end-of-week

on the date listed on the course schedule. These labs may be completed by the student individually or in teams of 2 people. Note that sharing lab solutions across teams is prohibited.

2.4 Questionnaire Assignment

Early in the course, students will be expected to develop a set of management decision problems, research objectives, and an associate questionnaire design. Throughout the rest of the course, students will be expected to fine tune the questionnaire, and provide explanations for how the data from each question will be evaluated in order to accomplish the research objectives and reduce the uncertainty surrounding the associated decision problems. This assignment may be completed in teams of 2 -4 people.

2.5 Final Exam

There will be a final exam, and an expectations guide will be provided.

3 Session Schedule and Deliverables

Date	Unit	Topic	Text* Chapters	Assignments and Due dates
15-May	Introduction	Finding Success in Marketing Research	Ch. 1-3	
		Qualitative Research Methods	Ch. 4, 5	
22-May	Research Design	Descriptive Research and Measurement	Ch. 6, 8, 9	Quiz 1 Due
		Error and Questionnaire Design	Ch. 10	Start Questionnaire
29-May		Memorial Day - No Classes		
5-Jun	Research Design	Experimental Design and Sampling	Ch 7, 11, 12	Quiz 2 Due
		Estimation	Ch 14, 15	Start Lab 1
12-Jun	Applying Analytics	Review of Multivariate Testing	Ch 15, 16	Start Lab 2
		Application Practice		Lab 1 Due
19-Jun		Juneteenth - No Classes		
26-Jun	Applying Analytics	Regression and Modeling	Ch. 17, 18	Start Lab 3
		Reporting	Ch 23	
		Final Exam - Online before 7-04		Questionnaire Due; Lab 3 Due

*Chapters in this text are long, so listed chapters are general. Specific sections and cases will be described on CARMEN

4 Software

Given that this course includes the application of data analytics, every student will need a laptop. The software used in the course will primarily be R, though Microsoft Excel may occasionally be used as well.

R is open source software, and there is a large community of developers that support it. We will use two main pieces of software: R (the main software package) and Posit, formerly called RStudio (an 'editor'). Though all students are encouraged to install R on their personal machines, I will be using the Posit Cloud for the course. This will provide every student with a virtual machine that can access both the software and the lab assignments from any machine with internet access.

For those interested in installing R on your personal machine, both R and Posit are available for Windows, OSX and Linux at the following links:

<https://cloud.r-project.org/>

<https://posit.co/downloads/>

If you have any issues installing R on your machine, please drop in office hours or setup an appointment and we will get it sorted!

5 Communication

Students may always come to office hours for questions about course material. The best way to contact me outside class or office hours is via email. To discuss other matters, or to see me at another time, please ask me for an appointment in person or via email. I will use Carmen and email to share information outside of class.

6 Grade Appeals

Grades on exams and the problem writeup are intended to reflect the student performance. If you believe that a grade does not reflect the quality of your performance you have the option to appeal the grade. To do so, **submit a written explanation of your reasoning within one week after the return of your assignment or exam**. This document need not be long, but must clearly identify the issue. Grade appeals must be submitted in writing, and will not be accepted after the deadline of one week. I do carefully consider all grade appeals, but note that I will typically re-grade the entirety of the exam or writeup.

7 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."

8 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 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.
