

BUSML 4202 Market Research

Spring 2020

Professor: Alice Li

Instructor: Hongshuang (Alice) Li
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Office hours: 1:30-3:30pm on Friday or by appointment
Course website: <https://carmen.osu.edu/>

Schedule & Location

TuTh 9:35am - 10:55am (Section 0020-3691) Schoenbaum Hall 305
TuTh 11:10am – 12:30pm (Section 0060-4552) Schoenbaum Hall 305

Course Overview and Objectives

BUSML 4202 is designed to provide a basic understanding of marketing research process and help students develop skill in the analysis and communication of marketing data. In this course, students will learn how the marketing research process is carried out through study and practice. The course will help students learn to analyze marketing data and answer business questions to make informed decisions that arise in a manager's day-to-day role. At the end of this course, students should be able to decide what marketing research to conduct, how to conduct it, how to analyze the data collected, and draw conclusions from the analyses to aid marketing management.

Course Materials

1. Textbook is required for this course. We use *Marketing Research* by McDaniel and Gates, published by Wiley. You can use the 9th, 10th, or 11th edition. My teaching materials are designed around the core chapters that are covered in all 3 editions.
2. Other supplemental course materials are posted on CARMEN (<https://carmen.osu.edu/>)
3. SPSS 26 (see below)

SPSS

We will use SPSS for the lab assignments. While we will use the lab or mobile lab for the scheduled lab sessions, 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://osuitsm.service-now.com/selfservice/>) to obtain a license and download link.

I also prepared video tutorials with download and installation instructions that you can find on Carmen.

If you have trouble, contact the IT Services Desk (Fax: 614-292-3299 or Email: 8help@osu.edu). The IT service desk is located in *025 Central Classrooms*. Additional information regarding this process and system requirements may be found here: http://oit.osu.edu/site_license/slwin.html#spss

Course Requirement and Grading

The course will cover various aspects of marketing research. It will involve lectures (online or in-person), class discussions, computer classes, homework, team projects and tests. There will be both individual and team assignments.

<u>Grade Components</u>		<u>Grade Scale:</u>	
Class participation	50	Percent	Letter Grade
5-min presentation	50	93 to 100	A
Team presentation	60	90 to 92.9	A-
		87 to 89.9	B+
		83 to 86.9	B
Quizzes	60	80 to 82.9	B-
Lab Assignments	80	77 to 79.9	C+
		73 to 76.9	C
		70 to 72.9	C-
Final Exam	150	67 to 69.9	D+
		60 to 66.9	D
Total	450	< 59	E

Class Participation

Regular attendance and participation in classroom discussion is expected. Be prepared, be on time, do not engage in side conversations during class, and mute cell phones and other communication devices. Inappropriate behavior, such as being rude or disruptive to either the instructor or fellow students, will result in a reduction in the class participation component of a student's grade.

Exam

- There will be 1 final exam in this course. Exam date is listed in the course schedule.
- The exam is an open book exam. You can bring in written notes or digital notes to the exam. You can use a stand-alone calculator or the calculator on the computer. Cell phone is not allowed to be used and must be put away during the exam. Access to any webpage (Google, Wikipedia, any chatroom or forums, etc.) through computer or mobile phone during the exam is considered as cheating.

- The exam is comprehensive in nature and will cover all course material prior to the exam date.
- Due to the special arrangements that are necessary for taking examinations, make-up examinations will not be permitted except for the following reasons:
 1. Death of a family member
 2. Religious holiday observance
 3. Incapacitating illness or injury
 4. Job Interviews

Adequate documentation is required for any of these situations should they occur and cause you to miss an exam. You need to present evidence of valid excuses before the exam time or as soon as possible after the fact in an urgent case.

Five-Minute Presentation

- Students will form teams of four or five persons.
- Each team create a 5-minute presentation in the first half of the semester.
- All team members must take part in the development and delivery of the presentation.
- The presentation should cover appropriate content regarding one application of marketing research in practice. You can introduce a new application of data analysis in marketing, summarize an article from BusinessWeek, WSJ, etc., or report your own marketing research experience at your intern or part-time jobs.
- Each team should include your own research and/or understanding as part of the presentation.
- At the end of the talk, each team should invite questions from the audience and prepare one or two questions to ask the audience. One extra point can be given to the person from the audience who answers the question correctly.
- The grading guideline is as below:

Team Name	grade
Organization/Coverage	12.5
Incl. of descriptive Stats	5
Interpretation	12.5
Graphic Creativity	2.5
External information	2.5
Presentation Style	15
Total	50 pt

Team Project Presentation

The team project offers students the opportunity to have a hands-on experience with the course materials.

- Students work in the same team as for the 5-minute presentation
- Each team will deliver a ten-to-twelve minute presentation to summarize the results of their case analysis.
- All team members must take part in the development and delivery of the presentation.
- More details and examples are provided on Carmen.
- Grades will reflect the overall quality of the team effort.

It is expected that all team members will contribute equally to the presentation. I expect each team to work together and solve any conflicts that may arise within your team. In the event that you cannot solve your differences, you may request that I intervene. When 2 students from the same team request for peer evaluation, each member of the team will be asked to fill the peer evaluation form. More details are provided in my slides and the peer evaluation form on CARMEN. Note that any decision made by the instructor regarding team problems is final and cannot be appealed.

- The grade is based on quality, not the length of the presentation. The grading guideline is as below:

Team Name	grade
Organization/Coverage	12.5
Incl. of descriptive Stats	5
Approp. Test stats	7.5
Interpretation	15
Graphic Creativity	2.5
External information	2.5
Presentation Style	15
Total	60 pt

Quizzes

- There will be 4 quizzes conducted through Carmen. The due dates for quizzes are provided in the course schedule and also on Carmen. Questions can be based on the textbook, classroom discussion, and my slides.
- Quizzes are individual assignments. You can access any materials when answering the quiz questions.
- Quizzes are automatically submitted by deadline, so that everyone is graded and provided with answers at the same time. The grade is only based on your completed questions and

is final. You won't have chance for any late/partial grade as the answers are revealed in the grading process. So, remember to start early.

Lab Assignments

- There will be 4 lab assignments worth a total of 80 points. Assignments will be posted on Carmen.
- Students can work on the homework in team or individually, but each student is expected to submit the homework on Carmen individually.
- Lab assignments are automatically submitted and graded by deadline, so that everyone is graded and provided answers at the same time. Again, please start early.

Emailing Questions and Office Hours

- I respond to emails Monday – Friday. If you email me during these days I will respond to you on that day or within 24 hrs from the time you sent the email. If you send an email during the weekend (Saturday and Sunday), please do not expect a response from me until the following Monday.
- Office hours are indicated on the front of this syllabus. If you are unavailable during my office hours, you are welcome to arrange another time with me.

Tentative Schedule: All dates are subject to change at the discretion of the instructor.

Week	Date	Topic	Lab	Assignment (due by the end of Friday)
1	1/7	Course Overview		
	1/9	Marketing research process and research objective		
2	1/14	Research design, Exploratory Research, Intro to 5-min talk, Team sign-up		
	1/16	Exploratory Research (cont.), Observational and Secondary data		Quiz 1
3	1/21	Secondary Data (guest lecture)		
	1/23	Survey Method		
4	1/28	Experiment method & Case: NAP		
	1/30	Data and Measurement scale		Quiz 2
5	2/4	Fisher Job Fair		
	2/6	Sampling, Intro of Alcohol Case		Quiz 3
6	2/11	Review of Basic Statistics, Hypothesis testing		
	2/13	Intro to SPSS, the Alcohol Case	X	Quiz 4
7	2/18	Data Entry, Define Variable, Descriptive Stats	X	
	2/20	Recode, Compute, Select Cases	X	
8	2/25	one sample t-test	X	
	2/27	ind & paired sample t-test	X	Lab Assignment 1
9	3/3	ind & paired sample t-test	X	
	3/5	Alcohol Case: SPSS application		Lab Assignment 2
	3/12	no class meeting (spring break)		
	3/14	no class meeting (spring break)		
10	3/17	Machine learning and textual analysis		
	3/19	Crosstab	X	
11	3/24	Crosstab, summarize the Alcohol Case	X	
	3/26	Mode I case, ANOVA	X	Lab Assignment 3
12	3/31	ANOVA	X	
	4/2	Developing Team Project		Lab Assignment 4
13	4/7	Team Project Presentations		
	4/9	Team Project Presentations		
14	4/14	Summary of the course, Q&A	X	
	4/16	Exam 2	X	

Class Absence and Drop Policy

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 3rd instructional day of the term, or by the second class meeting, *whichever occurs first*.

<http://trustees.osu.edu/rules/university-rules/rules8/ru8-33.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 room 150 Pomerene 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.