

MKTG 450: RESEARCH METHODS IN MARKETING

Syllabus for Fall 2011, Sections 61 and 62

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**** ATTENDANCE IN THE FIRST CLASS IS MANDATORY ****

Nature and Purpose of the Course

The broad objective of the course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and thus is responsible for determining the scope and direction of research conducted. In the course, we will cover the types of research design, techniques of data collection and data analysis. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

Content and Organization

The course is broadly structured to follow the steps in the marketing research process. The topics include problem definition, research design (exploratory, descriptive and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. Emphasis will be given to both the qualitative and quantitative aspects of marketing research.

Required Material

1. Textbook: Feinberg F., T. Kinnear, and J. Taylor, Modern Marketing Research: Concepts, Methods and Cases, Thomson Corporation. Reduced-priced versions (online-only and paper-and-online) are available directly from the publisher:
(<http://www.atomicdogpublishing.com/BookDetails.asp?Session=0A298BC8-9990-495F-848C-5007F9D2CA32&BookEditionID=200&Authors=true>)
2. Software: Stata (<http://kellogg.northwestern.edu/researchcomputing/sec/stata-support.htm>).
3. MKTG 450 Course packet (lecture slides and supplemental materials will be distributed in class and/or via Blackboard)

Course Pre-requisites

1. Marketing Management Core Course (MKTG 430)
2. Statistics Course: DECS-434-0 or DECS-437-0 or DECS-445-0 or DECS-439-B or IE-490

Class Sessions

Rather than merely rehashing concepts developed in the textbook, class sessions will be devoted to extending and applying the concepts. I will assume that all of you have completed the reading assignments (both chapters in the textbook and articles in the case packet) before coming to class. If

you all come to class well prepared, we will be able to spend time on class exercises that simulate real world problems. You should be prepared to discuss and present in class the readings and/or problems that have been assigned for that session.

- **Cold Calling:** Cold calling will be used in class.
- **Attendance:** If you are unable to attend class you are responsible for catching up on the material covered or announcements made in class on that day.
- **No Laptops:** Please leave your laptop in its case during class unless otherwise noted.
- **No Mobile Phones:** Remember to switch off your cell phone before class.

Preparing a Case for Class Discussion

The objective of the use of cases is to illustrate how different marketing research methods can be applied to solve real world problems. The emphasis will be on the appropriateness and use of the research methodologies and techniques, as well as on the larger strategic issues. In preparing a case for class discussion, read through the case thoroughly. Do the data analyses and bring your results to class. Questions in the guideline are there only to guide your thinking. Be prepared to discuss the important marketing research issues addressed in the case and to present your results in class.

Grading

Grades will be computed as follows:

Class Commitment		7%
Individual Assignments		40%
Group Project (as broken below):		40%
	Exploratory Research	10%
	Questionnaire & Sampling	5%
	Final Report & Presentation	25%
Group Assignment		5%
Peer evaluation		8%

Class Commitment

Positive contributions to class discussion increase your score. During class you should be willing to expose your viewpoints and conclusions to the critical judgment of the class and demonstrate your ability to evaluate and build upon the opinions of your classmates. Further, you can demonstrate your commitment by emailing me any marketing research examples from the media and/or your own industry experience that you feel may enhance the learning of the class. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Failing to attend significant portions of a class session, poor preparation, and detrimental participation (including being disrespectful to any class members) decrease your participation score. If you have to miss a class, you have to make up the materials with your group members.

Individual Assignments

There will be five individual take-home assignments. These assignments will be made available online and require you to apply the marketing research concepts covered in class. These assignments must be completed on an individual basis. I will take the highest four of the five grades.

Please submit each individual assignment by uploading it to Blackboard on the due date, prior to the designated cut off time. Late assignments will not be accepted. Each individual assignment should be submitted as a **single Microsoft Word document** with the filename being your full name (as

designated by the University registrar), your section number, and the assignment designation using underscores as separators. For example: JohnSmith_61_Assignment1.docx

Group Assignment

There will be one graded group assignment. Please email the PPT file to the professor, prior to the designated cut off time. The filename of each group assignment should be your group name, your section number, and the assignment name. For example: TeamTeam_61_CoorsCase.ppt

Group Project

The objective of the project is to provide you with experience in applying the concepts and methods of marketing research to a real marketing research problem. Organize yourselves into groups of 5-6 in order to do the group assignments and project. Please find group members within your own section.

Please get approval of your research problem before you invest major time and resources in your project. Project approval entails submitting a project proposal in week 3 and meeting with me during week 3. You are encouraged to schedule an earlier meeting if you have your proposal ready. You have considerable freedom to follow your interests, although it is expected that the problem be relevant to marketing and that it will require a field research strategy that involves primary data gathering. All other things being equal, a project concerned with a realistic problem will be looked upon more favorably than one that deals with a trivial or contrived problem. Purely exploratory type projects with only qualitative data will not meet the course requirement. Projects will have to be of a descriptive variety where the research questions are well formulated.

Quite a few project opportunities are available from the Kellogg student project database (see: http://www.kellogg.northwestern.edu/Corporate_Visitors/Student_Connections/Student_Project_Opportunities.aspx). I will also make available projects that came my way through our alumni or organizations and businesses in the community. However, you are not constrained to select your project from this set. Please feel free to find other projects through your contacts, although you are advised not to pursue projects related to medical research, including those involving mobile medical applications, for the class project. Working on these projects may require early collaboration meetings with the FDA and/or compliance with FDA regulations which are not feasible given the time frame of the class.

An important point to keep in mind is that **respondents in the survey should have the right to remain anonymous**. This means that the data collected in the survey must be stored in a manner such that individuals' identities cannot be linked to their responses. Respondents must be assured before you collect data that their responses will be treated as confidential and will be anonymously analyzed. Under no circumstances should you give to your sponsor or anyone else your completed questionnaires, names and contact information of people you have interviewed, or other material that may reveal the identity of your respondents without their prior explicit approval. Respondents should also be provided with **the name and contact information** of either the client or a group member in case they have questions regarding the research. When conducting your survey, you should do one of the following:

1. Represent yourself as Kellogg students working on a class project and provide contact information with your Kellogg email address in case respondents would like to ask about the research.
2. Represent yourself as Kellogg students working on a class project for a client (identify the client) and provide contact information of one of the group member and/or the client.

To the extent feasible, please also indicate how you obtain the contact information of the respondents you are contacting. Please be reminded that you are at all times expected to respect and protect the privacy rights of the respondents. You should also not misrepresent the School or your client in any fashion or form.

All outgoing correspondence soliciting participation in the research needs to be approved by the instructor.

Your final group project is due in Week 10. To keep you on track, **there are 5 deliverables:**

1. Research proposal; Group meetings to receive project approval	Due: 10/04, 6pm
2. Exploratory research report	Due: 10/14, 6pm (10% of final grade)
3. Questionnaire (early submissions are highly encouraged!)	Due: 10/25, 6pm (5% of final grade)
4. Final Report	Due: 11/29, 8am (25% of final grade)
5. Final Presentation	

1. Research Proposal (due 10/04, 6pm)

The 1-2 pages proposal should cover the research purpose, research objectives, hypotheses, plans for data collection and analysis, and explain how the client will benefit from your research. A template for the proposal will be made available online.

2. Exploratory research report (due 10/14, Friday 6pm)

This report should include secondary data analyses and qualitative research. Your secondary data analyses may include analyzing industry reports, economic trends, input from existing data sources (e.g., company data, census, trendwatching.com, etc.). Your qualitative research may include one-on-one interviews, focus groups, observations, etc. The report is typically 3-5 pages in length, double-spaced, 12-point font, 1-inch margin, excluding tables and figures; and should be no more than 5 pages in total.

In the exploratory research report, please:

1. Brief description of the research objective
2. Describe your research approach
3. Identify the sources of your secondary data
4. Describe the qualitative research that you conducted
5. Summarize the findings and include a discussion of how these findings may be used to refine your research objective and identify the target population.
6. Specify any additional exploratory research you plan to conduct (if applicable).
7. Include in the appendix any tables and figures, as well as the guiding questions used in the qualitative research (e.g., the questions you used in the one-on-one interview).

3. Draft questionnaire and sampling strategy (due Tuesday 10/25, 6pm).

The questionnaire report should include:

1. The research objective
2. The specific research questions you are seeking to address
3. A draft questionnaire that you have developed to address the research objective and research questions that you have identified + the accompanying cover email/letter.

The questionnaire should include:

- a) An introduction (who you are, what the survey is about, how long it is going to take, any compensation/incentive, and reasons why they should complete this)
- b) The questions
- c) A thank you section
- d) Contact information in case the respondents have questions about the research and/or the survey

Web Surveys: For those of you who would like to use a web survey, Kellogg offers Qualtrics that you can freely access (see: <https://kis.kellogg.northwestern.edu/Pages/ServiceResearchAndDataCollection.aspx>).

4-5) Final Report & Final Presentation

The final report and final presentation should focus on how the client can use the results of the research for decision-making & strategy. A template for both the report and presentation will be made available online.

Grading Key

The group project will be evaluated based on the Exploratory Research, Questionnaire, and Final Report and Final Presentation, as outlined above. Projects will be graded based on the consideration of the following issues:

- Specification of research objectives – is the problem well defined? Is there consistency between problem definition and specification of research objectives?
- Identification of research design, choice of sampling plan, questionnaire design, and choice of survey method – are they appropriate given your objective?
- Analysis and interpretation of data – does it address your research objective?
- Recommendation – How do your research findings address the business problem? Are your recommendations supported by your data? Are they insightful (and useful) to your client?
- Assessed relative difficulty of the project
- Overall presentation of the report

Peer Evaluation

A peer evaluation form will be made available online. A negative peer evaluation can have a significant impact on your final grade (e.g., from A to B or B to C).

Student/Instructor Interaction

If at any point during the course you have any questions regarding the materials covered in class or regarding preparation for assignments or cases, please raise them either in class so others may also benefit, or via email, or in person during office hours. If the scheduled office hours are inconvenient to you, please email me to make an appointment to meet.

Honor Code

Students are expected to respect the Kellogg Honor Code and Code of Student Etiquette at all times, including, but not limited to, truthfully representing fact and self at all times and not seeking an unfair advantage over other students. For complete reference of the Kellogg Honor Code see:

http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm

Class Schedule

Week	Date	Topics	Discussion Case	Readings	Due (graded items in bold)
1A	09/20	Marketing Research: An Aid to Decision Making		Chapters 1, 2 “Backward Marketing Research”	Coors Shopping List (due in class) Submit Your Individual and Group Information
1B	09/23	Marketing Research: An Aid to Decision Making		Chapter 3 (Skim)	Submit Your VALS type (<i>due 8AM</i>)
2A	09/27	South Delaware Coors, Inc Introduction to research design	South Delaware Coors, Inc	Chapter 6 (pp. 214-228)	Group Assignment : Coors (<i>due 8AM</i>)
2B	09/30	Guest Speaker: Qualitative Research			
3A	10/04	Research Design: Descriptive Research		Chapter 6, pp. 229-252 “P&G Checks out Real Life”	<u>Project #1: Research Proposal</u> Schedule group meeting for project approval
3B	10/07	Research Design: Experimental Research		Chapter 5 (pp. 182-200) “Boost Your Marketing ROI with Experimental Design” “Mining the mind”	Individual Assignment #1: Introduction to Marketing Research, Research Design
4A	10/11	Attitudes and Scaling	Interpreting Attitudes scales	Chapter 4 (pp. 140-153, 161-172)	Read the case and bring your answers to the questions to class
4B	10/14	Questionnaire Design		Chapter 7 Reviewing Your Question Wording	Group Project #2: Exploratory Research
5A	10/18	Sampling and Sample Size	Precision Parts	Chapter 8 (pp. 290-317)	Read the case and bring your answers to the questions to class
5B	10/21	Introduction to Data Analysis and Stata	NewFood: Application of linear regression	Chapter 10, pp. 436-454	NewFood: Read the case and prepare the questions; bring output to class Individual Assignment #2: Questionnaire Design, Attitudes and Scaling

(continued on the next page)

Week	Date	Topics	Discussion Case	Readings	Due (graded items in bold)
6A	10/25	Segmentation and Targeting Tools: Cross-tabs Analysis	Tulsa Central Business District	Chapter 9, pp. 426-428; skim pp. 392-425	Tulsa: Read the case and bring your answers to the questions to class Group Project #3: Questionnaire
6B	10/28	Segmentation and Targeting Tools: Cluster Analysis		Chapter 11, pp. 472-509	
7A	11/01	Segmentation and Targeting Tools: Factor Analysis		"Segmentation of the Games Market"	Individual Assignment #3: Sampling and Regression
7B	11/04	Segmentation and Targeting Tools: The Microvan Case	Microvan		Microvan: Read the case and prepare the questions; bring output to class
8A	11/08	Segmentation, Targeting and Positioning Tools: Perceptual Maps		Chapter 11, pp. 528-540	
8B	11/11	Guest Speaker: Quantitative Research			Individual Assignment #4: Cross Tabs, Cluster Analysis, and Factor Analysis
9A	11/15	Marketing Research for New Products and Services: Conjoint Analysis		Chapter 11, pp. 510-528 "Thirty Years of Conjoint Analysis: Reflections and Prospects"	Submit your ratings for the Movie Theater Exercise
9B	11/18	Conjoint Analysis Course Review			
***** No Class – Thanksgiving Break *****					
10A	11/29	Students Presentations			Group project #4: Final Report and Presentation (due 8AM)
10B	12/2	Students Presentations			Individual Assignment #5: Perceptual Maps and Conjoint Peer Evaluation

All deliverables are due 6pm of the deadline, unless otherwise noted.

Discussion Case: you should read the case, answer the questions in the guidelines, and bring your answers / output to class.

Due Dates Fall 2011

All deliverables must be submitted by **6PM** of the due date, unless otherwise noted.

Project related deadlines are marked with an ‘*’

Week		Due (graded items in bold)
1A	09/20	Coors Individual Shopping List (<i>due in class</i>) Submit Your Individual and Group Information
1B	09/23	Submit Your VALS type (<i>due 8AM</i>)
2A	09/27	Group Assignment: Coors (<i>due 8AM</i>)
3B	10/04	*Group Project #1: Research Proposal *Schedule Group meeting for project approval in Week 3.
3B	10/07	Individual Assignment #1: Introduction to Marketing Research, Research Design
4B	10/14	*Group Project #2: Exploratory Research
5B	10/21	Individual Assignment #2: Questionnaire Design, Attitudes and Scaling
6A	10/25	*Group Project #3: Questionnaire
7A	10/28	Individual Assignment #3: Sampling and Regression
8B	11/11	Individual Assignment #4: Cross tabs, Cluster Analysis and Factor Analysis
9A	11/15	Submit Your Ratings for the Movie Theater Exercise
10A	11/29	*Final Group Project (<i>due 8AM</i>)
10B	12/02	Individual Assignment #5: Perceptual Maps and Conjoint *Peer Evaluation