

TENTATIVE

MKTG 450: RESEARCH METHODS IN MARKETING

Syllabus for Spring 2013, Sections 63 and 64

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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

MKTG 450 Course packet

Software: Stata (<http://kellogg.northwestern.edu/researchcomputing/sec/stata-support.htm>)

Lecture slides and additional readings will be made available in class, and/or on Blackboard.

Recommended Material

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>)

Note: The textbook provides an excellent reference that may be especially useful for those who expect to use the tools from this course in the future. If you choose to purchase the textbook, I recommend the most recent version.

Course Pre-requisites

1. MKTG 430: Marketing Management Core Course
2. DECS-434: Statistical Methods for Management Decisions (Core course). DECS-437, IEMS-471, and OPNS-440 also fulfill this pre-requisite

Communication Policy

If you have any questions please do not hesitate to contact me. In particular, please raise questions regarding material covered in class, assignments, or cases (i) in class so others may benefit, (ii) by email, or (iii) in person during office hours. If the scheduled office hours are inconvenient to you, please email me to make an appointment to meet.

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.

Classroom Etiquette

We will be implementing the etiquette policies developed and used by the marketing and strategy core team in 2011. In particular:

1. **Electronics:** You may not use electronic devices (laptops, iPads, tablets, mobile phones, Blackberries, etc.) in class unless directed to do so.
2. **Seating:** Your assigned seat for the quarter will be the seat you choose for the **second** class.
3. **Attendance, Punctuality, and Leaving Early:** Class will begin on time. Please make every effort to arrive for class on time as late entries are distracting to your classmates. If you are unable to arrive on time or must leave early, please enter/exit the room as quietly as possible so as not to disturb your fellow students. Any unexplained absences, late arrivals, and early exits beyond will count against your class commitment score. There are exceptions in accordance with Kellogg policy for religious holidays, funerals, and student/dependent hospitalizations.

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:

1. Individual Assignments (2)	20%
Assignment 1	5%
Assignment 2: Microvan Case	15%
2. Group Assignment: Coors Case (1)	5%
3. Group Project	35%
Exploratory Research	10%
Questionnaire & Sampling	10%
Analysis & Recommendation	15%
Peer Evaluation	7%
4. Final Exam	25%
5. Class Commitment	8%

1. Two Individual Assignments (due week 3 and week 8)

There will be two 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.

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_63_Assignment1.docx. Please submit only a word file. Excel or PDF files are not accepted. Failure to submit your assignments in this format may lead to points deduction.

2. Group Assignment (due week 1)

There will be one single graded group assignment (South Delaware Coors case).

Please submit the group assignment on the due date prior to the designated time. **Late assignments will not be accepted.** The assignment should be a **single Microsoft Powerpoint deck**. Five to ten slides are sufficient; if necessary, you may include an appendix of arbitrary length which contains additional details and calculations. The filename should be your group name, your section number, and the assignment name using underscores as separators. For example: TeamPurple_63_CoorsCase.pptx. **The title slide for the group assignment should include team name as well as the names of individual team members.**

3. 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 2 and meeting with me to

discuss (dates will be posted). 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 strongly encourage you to go through this database. I will also make available projects that come 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. 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.

The vast majority of student teams conduct survey research as part of the descriptive phase of their research project. 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.

Group Project Components:

Research Proposal (due week 2): The 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.

Exploratory Research Report (due week 4): Students should conduct exploratory research and/or secondary data analysis to inform and improve on their original research question. This research will also inform the descriptive phase of data collection. Students should write a brief report detailing the methodologies they used, what they learned, and how what they learned informed the next phase of research.

Questionnaire & Sampling Report (due week 6): Students will submit the questionnaire they plan to send out to participants in the descriptive research phase. Additionally, they need to provide a description of who their sample will be (who are you surveying?) and a description of why this sample is relevant to their research question.

Final Report & Final Presentation (due week 10): 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 the report and presentation as well as examples from previous years will be made available online.

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:

- 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).

4. Final Exam

There will be an individual final exam given on the date and in the location scheduled by the registrar. The exam will be open book, open note, and open computer. It will test concepts covered throughout the course but will be weighted more towards the material covered in the second half of the course.

5. Class Commitment

Positive contributions to class discussions will increase your score. During class you should be willing to expose your viewpoints and conclusions and demonstrate your ability to evaluate and build upon the opinions of your classmates. Further, you can demonstrate your class commitment by emailing me any marketing research examples from the media and/or your own industry experience that you feel may enhance the class discussion. Failure to attend multiple classes, poor preparation, and detrimental participation (including being disrespectful to me or any class members) will decrease your participation score.

Student Honor Code

The Kellogg Honor Code is applicable in this class. It is enforced at Kellogg and violations are subject to disciplinary sanctions. Honor Code issues seldom arise because of our Kellogg culture. I do not want such issues to arise in my class.

General ethics and honor code concerns may apply to the specific components of this course as follows:

- Students should not discuss individual assignments with any other students. Group assignment should be discussed and completed within each group of the class.
- It is appropriate to discuss non-graded assignments with anyone in the class.
- For all graded assignments, you may not use materials containing related analyses from other sources. This includes, but is not limited to, material from current and former Kellogg students and analyses from the Internet. Similarly, students may not use materials distributed by faculty to previous classes (e.g., a case summary handed out to last year's class).
- I expect you to have a full understanding of any written materials you, or somebody else on behalf of you, submit(s) with your name on it. You must come to this understanding in collaboration with your group and you must be completely familiar with the material and be able to answer questions about the assignment. Substantial contribution by each group member is expected. The act of signing the assignment signifies that you have substantially participated in the preparation of the assignment.

The discussion in this syllabus of the Honor Code, while intended to be as comprehensive as possible, may not cover all applications of the Honor Code. Please contact me if anything is unclear about the honor code as I have expressed it. In addition, the Kellogg Student Honor Code is linked online:

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

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Spring 2013
Week 1 Schedule

Attendance in First Class is Mandatory

Submit your Individual and Group information through Blackboard

Session A (April 2nd):**The Role of Marketing Research****Recommended reading:**

Chapter 1

Due (in class):

Individual shopping list for South Delaware Coors, Inc. *
(* available in the course packet)

Session B (April 5th):**Backward Marketing Research****Read:**

Backward marketing Research

Discussion Case:

South Delaware Coors, Inc.

Due (8AM):

Group Assignment, South Delaware Coors, Inc.
Submit a PowerPoint presentation*

*Specific guidelines will be in course packet and emailed

In the first week of class, we will start with an introduction to the course and how it ties in with MKTG 430. We will go over a roadmap to the topics covered in the course, give a general introduction to the field of Marketing Research and the role of Marketing Research in the overall scheme of the Marketing Planning Process. Chapter 1 in the recommended textbook gives a good overview of these concepts. We will then introduce the individual steps in the marketing research process. These steps start with problem formulation and research objectives, followed by research design, data collection and analysis, and finally, conclusion and recommendations. Students will go through these steps on their own when conducting their course field research projects. We will also develop some simple frameworks for quantifying the value of Marketing Research.

Schedule for the other weeks will be posted on Blackboard and also will be distributed on the first class.

Note: Prior to the second class (April 5th) you will need to form a group of 5 – 6 students. This will be your group for the remainder of the quarter. Your group needs to complete the group portion of the Coors case (available in the course packet) and submit it by 8 am on the morning of April 5th. Please keep this deadline in mind and plan in advance.