University of Pittsburgh
Katz School of Business

BMKT 2031-1030: MARKETING RESEARCH
(Course ID: 28633)
Fall 2013 (2141)

Instructor:	Dr. Georgiana Craciun
E-mail:	gcraciun@pitt.edu (this is the best way to reach me)
Office Hours:	**Before or after class and by appointment**
Class Time and Room	Wednesday 6:20 – 9:20 PM ALUM532

Course Description:

The purpose of this course is to help you acquire the market research (MR) skills that will help you execute MR projects or use MR information as marketing managers. The broad objective of this course is to provide a fundamental understanding of marketing research methods employed by the better-managed firms in the industry and proposed by leading academicians.

Marketing research provides **marketing managers** with the information necessary to make decisions in the face of an uncertain business environment. The techniques of research design, data collection, and data analysis occupy an important aspect of the work of a marketing manager. You will not become a methodological expert in this course but you will be able to design and conduct some important analyses yourself. The skills covered in this course are applicable to marketing problems encountered in both consumer and business-to-business markets, and public and private sectors. These skills are particularly useful if you plan to go into a consulting or marketing career. Specific objectives of this course are the following:

1. To familiarize you with marketing research terminology so that you feel comfortable conversing with research consultants and asking them the right questions.
2. To learn to use research to solve problems and take advantage of opportunities.
3. To learn how different methods of data analysis are applied to marketing research problems.
4. To implement a research project from start to finish.
5. To be able to critically evaluate and use the results of a research study. This will enable you to develop a "healthy skepticism" toward the use of marketing research.

Course Prerequisites:
1. Marketing Management
2. Statistics and Decision Sciences

Required Material:

1. **Marketing Research, Methodological Foundations,** Dawn Iacobucci and Gilbert Churchill, South-Western/Cengage Learning (2010) 10th ed.
2. **Harvard Business School Cases and Notes –** available for purchase at Harvard Business School Press (https://cb.hbsp.harvard.edu/cbmp/access/20183603) - Create an account, search by case number provided in syllabus
3. **Ivey Cases** – available for purchase at Ivey Publishing (http://cases.ivey.uwo.ca/Cases/Pages/home.aspx?Mode=Home) - Create an account, search by case number provided in syllabus
4. **SPSS – student version may be downloaded for free from Pitt's website.**

Course Format:

Given the technical nature of the course, most class sessions will combine mini-lectures with discussions. My role will be to help you explore and understand the issues for the day by asking questions that you may not have asked yourself, and trying to answer those that you have raised but not been able to answer. You will learn from your fellow students as much as from lectures and outside reading. Analysis of articles, cases, examples and your work on a company research project will form the basis for applying concepts to real-world situations. You are expected to have read and analyzed all cases thoroughly prior to coming to class.

Often, in the second part of the class, you will be asked to work individually or in groups to craft a solution to a problem provided by the instructor by employing skills/techniques leaned in the lecture/assigned readings. Solutions will then be discussed in class. This work will count toward your participation grade.

Note: Students need to form groups of 3 to 4 members by the end of the first week and will need to email the professor with the names of the group members.

Grading:

The grades in this class will have four components.

1. Class Participation and Case Discussions (20%): Come to class prepared to participate. Class success depends on you (and everyone else) getting your work done before class, and allowing yourself some time to reflect on the topics and questions we will be working on. If you are prepared, you will be able to follow the material and the class discussion, pose questions, and make comments.

The case method allows you to apply your marketing knowledge to solve marketing problems, and helps hone your decision making skills. Cases usually lack some of the information required to make effective decisions, but this is reality. The classroom discussion that follows the case allows you to share your thoughts and learn from others' analysis of the case.

Participation grades will be influenced by your contribution to class discussions/in-class exercises. You may miss one class without penalty, yet you will be responsible for everything covered or announced in class that day. Subsequent absences will adversely affect your participation grade. The following scale will be used for each class: **0** = absent or disruptive, **1** = present, **2** = made contribution, **3** = made substantial contributions.

2. Team Work – Marketing Research Project (50%): Each team will have to conduct a marketing research project, write a report and present its results to class. The focus of this project is the application of marketing research concepts and methods to a specific marketing strategy problem facing your organization (or a client's organization). See more details on page 4.

3. Individual Exam (30%): There will be one mid-term exam during the semester. The intention of the exam is to gauge your knowledge and ability to apply course material from the textbook, assigned cases, articles, and topics that arise in class discussion. The exam will be mostly objective (multiple choice, true-false, etc.) with a few short answer questions.

If you miss the exam, you will be given a grade of zero unless you have contacted me, *in advance*, and are excused from the exam by me. A make-up exam will be provided only for legitimate excuses, such as severe illness, provided that you notify me in advance and provide appropriate documentation. An alternate date must be determined and the exam taken within 1 week of the original date.

Point Allocation			Grading Scheme	
Items	Percentage		Total	Final Grade
Class Participation & Case Discussions	20%		93.0 – 100% 90.0 – 92.9%	A A-
			87.0 – 89.9%	B+
Marketing Research Project	50%		83.0 – 86.9%	B
			80.0 – 82.9%	B-
Exam	30%		77.0 – 79.9%	C+
			73.0 – 76.9%	C
			70.0 – 72.9%	C-
			Below 70%	F

Administrative Policies:

1. Late Assignments: You must complete all assignments, graded & ungraded. Late assignments (i.e., those that are not received at the beginning of class the day they are due) will be penalized at 20% per day.

2. Course Communication

All course communication should be conducted via email and/or Blackboard. If you have a question or need to schedule an appointment to meet with me, please email me at the address above with your request. You are responsible for checking your email address and the course Blackboard site since, other than class, this will be my primary means of contacting you. Plan to check your account at least several times per week in order to keep up to date with announcements and/or modifications to the course schedule.

3. Class Conduct

Professional conduct is expected of all class participants. You are expected to come prepared to each class by reviewing the appropriate material and completing any assignments. Personal discussions with classmates or others via cell phone or instant messenger will not be tolerated – please be sure to silence your phone prior to the start of class and utilize laptops only for class-related materials. Moreover, reading newspapers, engaging in work for other courses, sleeping, eating, etc. is considered disruptive and should be done outside of class time.

4. Academic Dishonesty: Academic dishonesty will not be tolerated. Students who violate academic dishonesty are subject to disciplinary penalties including the possibility of failure in the course and dismissal from the university. Please refer to the University of Pittsburgh Student Handbook, for more information about academic dishonesty. Please note that when there is evidence of dishonesty, the student will receive **a zero** for the test or assignment.

5. Students with Disabilities: If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the Office of Disability Resources and Services, 216, William Pitt Union, (412-648-7890/412-383-7355 (TTY), as early as possible in the term.

6. Papers: Typed, single-spaced, one-inch margins with 12-point font size.

INFORMATION ON TEAM PROJECT:

Team Research Project

TEAM ASSIGNMENTS: You are free to join any team that you wish. Each team should be comprised of **about FOUR** team members. You will be working with the same team all semester.

As part of a small work group, you will conduct a small-scale marketing research project. This project will allow you to utilize some of the statistical techniques you have learned this semester to a real life problem (i.e., for your company or another "client"). The **marketing problem** will have to be approved by the instructor. The project will require that your team develop and administer a questionnaire. The report will consist primarily of descriptive statistics, but statistical testing for sub-group differences may be necessary where sub-group analyses would be warranted. A written report and final presentation will be required. Activities, due dates, and evaluation weight for this project are indicated in the table below.

Activity	**Due Date**	**Project points**
Research Proposal for Approval	9/18	20
Secondary Data Analysis	10/9	40
Draft Questionnaire Design / Research Design Submitted for Approval	10/23	30
Data Analysis Strategy Submitted for Approval	11/20	40
Project Report Delivered	12/11	50
Project Presentation	12/11	20

Peer Evaluations: Team members will be evaluated using the attached form. These evaluations are to be submitted **after the final project**. Peer evaluations impact each individual's project grade. Each individual in the team is evaluated by all others using the attached, *confidential* form – **you may hand the form to me on 12/4 or email it to me by 12/4.** The individual's average percentage contribution is the percent score that individual will receive for the project. For example, if the individual receives an 80%, 85%, and 90% from his/her team members his/her average percentage score is an 85%. Thus, if the project grade was a 90%, that individual would receive a 76.5% for the project (i.e., 85% of 90).

PLEASE NOTE: THERE IS NO REASON FOR ONE OR TWO INDIVIDUALS TO CARRY A TEAM. THE TEAM IS EXPECTED TO BE A TEAM.

Tentative Schedule

Session Date	Topics & Important Dates	Textbook Readings	*Discussion Materials*
8/28	Intro to class Research Environments Ethics	Chapter 1	Syllabus *Positioning the Essence of Market strategy (Darden Business Publishing UV1425)*
9/4	Overview of Research Designs Research Planning Process and Problem Formulation Writing a Proposal	Chapter 3	*A bird's-eye View of What Mobile Can Do (Quirk's July 2013)* *Packaging Research. Leaning on the Softer Side (Quirk's Jan. 2012)* *Going Social with Qualitative Research (Quirk's Jan. 2012)* *Raising the Value of the Mailbox (Quirk's Dec. 2011)*
9/11	***- Professional Development Day -***		
9/18	Exploratory Research Qualitative Methodologies	Chapter 4	--- PROPOSAL DUE --- *Eye-tracking helps reconcile the disconnect between shoppers' words and their actions (Quirk's July 2013)* *Using social media research to complement traditional methods (Quirk's Aug. 2011)* *Case 1.6 page 52*
9/25	Secondary Data Questionnaire Design and Development	Chapters 7 & 9	*Questionnaire Design and Development (HBS Note 590015)*
10/2	Measurement Measurement Scales	Chapter 10	***Brand-Person Relationships Case Due (HBS Case 9596093)***
10/9	Descriptive and Causal Research Experimental Design	Chapters 5& 6	--- SECONDARY DATA DUE --- *Note on Market Research (Stanford Case E-165)*
10/16	**Exam**		***Future Shop Case Due (Ivey Case 9B01A018)***
10/23	Sampling Theory Sample Size Determination	Chapters 11 & 12	---DRAFT QUESTIONNAIRE DUE (5 COPIES)--- IN CLASS QUESTIONNAIRE PRETESTING
10/30	Survey Interviewing Techniques	Chapter 8	
11/6	Preliminary Data Analysis Statistics Review	Chapter 14 (p. 350-359) Chapter 15	*Data Use: Significant Differences (Quirk's Jan. 2012)* *Data Use: Reconciling Hispanic Product Evaluation Ratings (Quirk's Dec. 2011)*
11/13	Chi-square goodness of fit T-test for one mean Two group t-test	Chapter 14 (p. 359-362) Chapter 16 (p. 413-415)	*Conjoint Analysis: A manager's Guide (HBS Note 9590059)* *How to write high-impact marketing research reports (Kraus, 2013)*
11/20	Chi-square for two variables ANOVA Regression	Chapters 16 & 17	--- DATA ANALYSIS STRATEGY DUE---
11/27-12/1	***--- Thanksgiving Break ---***		
12/4	PROJECT CONSULTING DAY		Meet groups in class and discuss feedback
12/11	GROUP PROJECT PRESENTATIONS		--- FINAL REPORT DUE---

GENERAL NOTES ABOUT PAPERS:

1. All papers should be written as if they are going to your manager.

2. **All tables, charts, and appendices should be discussed in a paper**. No manager is going to have the time to interpret a table for him/herself. All tables, charts, and appendices should have a number and a title. All axes in the charts should be labeled.

3. Papers should be easy to read and understand. If a manager gets lost in the paper or cannot find something in the paper, he/she will stop reading it (Plus--the person grading the paper may get grumpy!).

4. Long papers need lots of headings and subheadings.

5. **Nothing should be attached to the back of the paper that is not discussed in the paper.**

6. All papers need an introduction and conclusion, as well as transitions between sections.

7. To improve the quality of your paper: (1) read it out loud to someone else, (2) have a friend read it, (3) set the paper aside for a day and then proof it AND (4) use spell check and grammar check

The Research Proposal
(20 points)

Write a research proposal for your project. You will need to meet with your "client" (i.e., the individual for whom you are conducting the research) and determine their needs. The proposal should summarize your discussion and the parameters of what you will be doing for them. **See page 38 and 41-43 for examples.**

This proposal should include:

1. **Background**
   Give a brief summary of what area your research will address and the events that led to the basic problem/opportunity facing your client.

2. **Objectives of the Research**
   What question is the research designed to answer? What are the specific research problems that will be addressed by the research?

3. **Research Design**
   Type of design (exploratory, descriptive, and/or causal)
   Type of data collected (secondary and/or primary)
   Type of primary data collection methods (e.g., Focus Group
   Survey - Mail/personal/phone interviews…
   Experiment…)

4. **Sample Plan**
   Population definition
   Desired Sample size (Note: you will collect at least 50 data points)
   Sampling Methodology – be as precise as possible and justify your decision.

5. **Analysis**
   Provide as much detail as to the type of statistical analysis you plan to use. Also indicate the manner in which your data will address the research question.

6. **Cost Estimates**:
   -Personnel compensation for research design, data collection, data analysis and recommendations
   -Copying expenses (e.g., 100 copies of 3 pages @ *$0.05)*
   -Sample expenses
   -Travel expenses
   -Computer time and software
   -Other relevant expenses
   -Total cost

7. **Time line**

8. **Appendix:**
   1) Specific questions you might ask to address the research problem
   2) Any other supporting material you deem relevant.

Secondary Data Analysis
(40 points)

In this project, you will summarize the data collected from your secondary data search in a **maximum 5 page** paper. Your goal is to familiarize yourself with the general economic environment, your client's industry, the particular problem you are researching. Explain how these findings are relevant to your research.

1. Introduction

Restate your research objective and question(s).

2. Secondary Data Topics - Example topics under each heading include:

a. General Environment
- state of the economy

b. Industry
- state of the industry
- main players in the industry

c. Company
- state of the company
- competition
- your position relative to the competition (market share, profits, growth, stock prices)

d. Product Markets
- product types/varieties/brands
- sales volume
- sales trends
- growth rates
- vulnerability

e. Consumers
- demographics
- lifestyle
- activities
- interests
- opinions
- product usage patterns
- media patterns
- price sensitivity

f. Company Marketing Programs
- advertising and promotion
- pricing practices
- distribution

3. Relevant Marketing Consumer Behavior Concepts/Theories to address your research question

Examples: Perception, Positioning, Satisfaction Theory, Persuasion Models…. Search CB textbooks as well as relevant trade articles.

NOTE: If you do not find information about a topic, please do not make things up. Stick to the secondary data in an unbiased manner.

* Provide a bibliography of the sources consulted at the end of your paper (in an appendix).
* Be sure to include citations in the text.

Questionnaire Design, Measurement, Sampling
(30 points)

1) Introduction

To begin, you provide the statement of your research objective

2) Hypotheses

a. Write out each hypothesis. Identify which question(s) will be used to examine the hypothesis. **THERE SHOULD BE A HYPOTHESIS FOR EACH QUESTION EXCEPT FILTER QUESTIONS, INTERESTING FIRST QUESTIONS, AND DEMOGRAPHICS.** The hypothesis should be based on an actionable response. For instance, if you are trying to decide whether to open a new bookstore, you may decide that, "If there is a low level of satisfaction using the current bookstore(s), I may open another one." You should then have a question(s) that asks about the level of satisfaction with the existing store(s). Your hypothesis then is: The satisfaction level with the existing bookstore(s) is low (less than 4).

b. Each hypothesis should be followed by a managerial implication **-** that is, what would you recommend that the manager should do based on the results of this question.

3) Questionnaire

a. Identify what type of questionnaire you will be using in terms of structure and disguise. In addition, provide information on the administration method (phone, mail, personal interview, Internet…). Justify these decisions.

b. A copy of the questionnaire is also required. Make sure to include relevant demographic information. Make sure each question:

(1) is clear
(2) is not biased, double-barreled, etc.
(3) is needed
(4) has appropriate responses (for fixed alternative questions)
(5) relates to your overall problem (except for demographic questions)

c. Identify the scale of each question (i.e., nominal, ordinal, interval, or ratio). Write this on the questionnaire itself. You should try to use interval and ratio data as much as possible.

4) Sampling

a. The type of sample you will be using and the specific method to sample should be discussed. Be as specific as possible.
b. If you are using a sampling frame – from where did you get it?

5) Appendix

a. cover letter
b. clean copy of questionnaire

Data Analysis Strategy
(40 points)

1) Introduction

To begin, you provide the statement of your research objective

2) Data analysis

1. Write out your null and alternative hypothesis for each question or group of questions (except demographic, filter and interesting first questions). Type the question(s) first, then provide the hypothesis.

2. Write the managerial implication of the hypothesis.

3. Develop a dummy table for each hypothesis completing as much as possible. Leave a place for your graph of the statistical tests. A dummy table is a table with hypothetical results. It looks exactly as the table that will appear in the final report; the only difference: the results are fictitious, yet likely data.

4. Discuss the method of analysis for each hypothesis (Chi-square goodness of fit, chi-square for two variables, rank order, t-test for 1 mean, two group t-test, Pearson correlation, ANOVA, regression…) and justify it.

PLEASE DO STEPS 1, 2, 3, & 4 FOR EACH QUESTION THEN MOVE TO THE NEXT QUESTION. IN OTHER WORDS, THERE SHOULD BE A QUESTION FOLLOWED BY A HYPOTHESIS FOLLOWED BY THE APPROPRIATE MANAGERIAL IMPLICATION, DUMMY TABLE, GRAPH AND THE DISCUSSION OF THE METHOD OF ANALYSIS FOR HYPOTHESIS 1. THEN YOU SHOULD MOVE TO THE SECOND QUESTION, ITS HYPOTHESIS, ITS MANAGERIAL IMPLICATION, DUMMY TABLE, GRAPH AND THEN ITS METHOD OF ANALYSIS... etc.

YOU ARE TO CONDUCT (at least) 4 TESTS LOOKING AT THE RELATIONSHIPS BETWEEN VARIABLES

1) 1 CHISQUARE FOR TWO VARIABLES
2) 1 TWO GROUP T-TEST
3) 1 ANOVA
4) 1 REGRESSION

3) Appendix

Provide a **coding sheet**. Be sure the coding appears on a copy of your questionnaire.

Project Final Report
(70 points)

This is how the final project should be organized

1. **Executive Summary**

2. **Introduction**
   Give a brief summary of the area your research addressed and restate the specific research problems addressed by your research.

3. **Discuss your method:**
   a. Design
   b. Sampling
   c. Data Collection.

4. **Results:**
   a. Sample size
   b. Provide a demographic profile of the respondents completing your surveys (i.e., look at your frequency tables and provide a demographic description of those completing your survey).
   c. State your hypotheses and provide the completed analysis for each.

      i) **Complete** the dummy table for each hypothesis. All the blanks should be completed. Show your calculations. Complete your graph. Make sure you reference the SPSS printouts from which you got your data.

      ii) **Update** your managerial implications given your results.

   REMEMBER TO ALSO DO THE RELATIONSHIP TESTS (Chi square for two variable, t-test for two means, ANOVA)

5. Provide a summary of the data analysis – i.e., what is the data telling you

6. Provide a detailed conclusion including any problems that you encountered while conducting the research or limitations of the research study.

6. What course of action do you recommend?

7. Appendices should include:
   a) a coding sheet. Be sure the coding appears on a copy of your questionnaire.
   b) print-outs of analysis

REMEMBER TO TURN IN YOUR PEER EVALUATIONS FOR THE ENTIRE PROJECT

BMKT 2031 – Marketing Research
Peer Evaluation

Please divide 100 points among all group members in function of their contribution to all group projects throughout the semester. For example, if all group members contributed almost equally, you would allocate each member (including yourself) 25 points.

If you allocate different number of points to some group members, please justify your decision.

Group Member Name	Points
1. My name: ____	______
2. ____	______
3. ____	______
4. ____	______
5. ____	______
Total:	**100 points**

Comments: (explain any discrepancies in the number of points allocated among group members)

SIGNATURE: ____ DATE: ________________________

BMKT2031 MARKETING RESEARCH

CONFIDENTIALITY AGREEMENT

I do hereby acknowledge that the databases, speaker presentations, company project information and company tours supplied in this course are strictly for use in the BMKT2031 course at the Katz Graduate School of Business at the University of Pittsburgh. I understand that I will receive a failing grade for the course if I use these databases or intellectual property from guest speakers for ANY purpose other than BMKT2031, unless approved in advance by the course instructor.

By signing below I agree to be bound by the terms of this agreement:

____

PRINTED NAME

____

SIGNATURE

____

DATE