**University of Pittsburgh**

Katz School of Business

**BMKT 2531: MARKETING RESEARCH**

**(Course ID: 26593)**

Spring 2011

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| **Instructor:** | Dr. Georgiana Craciun |
| **E-mail:** | [gcraciun@pitt.edu](mailto: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  CL 244B |

**Course Description:**

The purpose of this course is to help 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 course is aimed at **the manager** who is the ultimate user of the research and the one responsible for determining the scope and direction of research activities. The techniques of research design, data collection, and data analysis occupy an important aspect of the work of a marketing manager. The main goal of this course is to provide you with the skills to be an effective user of marketing research. This course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions. The aim is to develop an appreciation for the potential **contributions** and **limitations** of marketing research. Specific objectives of this course are the following:

1. 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 provide students with the skills necessary to implement a research project from start to finish.
5. To provide students with the ability to critically evaluate and use the results of a research study. This will enable the students 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 –** available for purchase at Harvard Business School Press (http://www.hbsp.harvard.edu/...) - Create an account, search by case number provided in syllabus

**3. *Class slides*** – posted on blackboard

**4*. Class Exercise –*** posted on blackboard

**5. SPSS – student version may be purchased at 204 Bellefield Hall for less than $10.**

**Course Procedures:**

**Lectures:** Rather than merely rehashing concepts discussed in the readings, class sessions will be devoted to probing, extending, and applying this material. Analysis of articles, cases and examples will form the basis for applying concepts to real-world situations. Students are expected to have read and analyzed all reading material thoroughly prior to coming to class, either alone or in a group.

**Exams:** Exams will be mostly objective (multiple choice, true-false, etc.) with a few short answer questions. The exams will cover both the readings and the lectures. Both exams must be taken to pass this course. Note that last (final) exam is not comprehensive.

**Missed Exams:** If you miss an exam, you will be given a grade of zero unless you have contacted me, *in advance*, and are excused from the exam by me. Examples of valid excuses include death in the family and severe illness. This does not, however, automatically excuse you. I must actively do so. Note that if you contact me in advance (e.g., by email) but don’t give me time to reply before the exam, you run the risk that I won’t excuse it. An alternate date must be determined and the exam taken within 1 week of the original date. For no reason may you miss the final exam

**Class Attendance and Participation:** As a rule, full attendance is required for all sessions. If a student is unable to attend class she/he should notify the instructor in advance. The student will be responsible for everything covered or announced in class that day.

**Cases, Exercises and Homework:** The case method allows you to apply your marketing knowledge to solve marketing problems, and helps hone your decision making skills. Cases usually lack all 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.

There will be **2 team-based homework** assignments. You will work in **teams** for these assignments. For each assignment, please list all the names of the team members.

* 1. The Coop: Market Research (HBS Case # 9-599-113)
  2. Zenith Marketing Research for the High Definition Television Market (HBS Case# 9-591-025)

**Determination of Grades:**

|  |  |
| --- | --- |
| **COMPONENT** | **POINTS** |
| Exams (2) | 200 |
| Team Project | 200 |
| Case Discussions and Homework | 100 |
| Participation | 25 |
| **TOTAL** | 525 |

**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 10% per day.

**2. 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.

**3. 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.

**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 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 | 2/2 | 20 |
| Secondary Data Analysis | 2/23 | 40 |
| Draft Questionnaire Design / Research Design Submitted for Approval | 3/23 | 30 |
| Basic Data Analysis Strategy Submitted for Approval | 4/13 | 40 |
| Project Report Delivered | 4/27 | 70 |

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 7/29 or email it to me by 7/29.** 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 COURSE OUTLINE**

**Date Topic Assignment**

1/19 Intro to class Syllabus

Research Environments Ch. 1

Ethics

1/26 Overview of Research Designs Ch. 3

Research Planning Process and Problem Formulation

Writing a Proposal

2/2 Exploratory Research Ch. 4

Qualitative Methodologies **PROPOSAL DUE**

2/9 Descriptive and Causal Research Ch. 5 & 6

Experimental Design

In-class taste test

2/16 Secondary Data (Kate Joranson) Ch 7

Library “Tour”

**CASE ANALYSIS DUE**

CASE DISCUSSION: The Coop: Market Research (HBS Case # 9-599-113)

Answer the following questions in your case analysis:

Should Buckmeister invest in market research? Discuss the pros and Cons of this decision.

1. How much money should they spend on market research?
2. Which programs should they fund **and** why?

LIMIT ANALYSIS TO 3 TYPED PAGES

2/23 Measurement Ch. 10

Measurement Scales **SECONDARY DATA DUE**

**TASTE TEST DUE**

3/2 **EXAM 1** (Chapters 1,3,4,5,6,&7)

Survey Interviewing Techniques Ch. 8

**Date Topic Assignment**

3/16 Questionnaire Design and Development Ch. 9

**READING – Questionnaire Design and Development (HBS Note # 590015)**

**CASE ANALYSIS 2 DUE**

CASE DISCUSSION: Zenith Marketing Research for the High Definition Television Market (HBS Case# 9-591-025)

Answer the following questions in your case analysis:

1. How much of the existing information on TV buyers can be used to assess the HDTV market?
2. What are the forecasts of the HDTV demand from 1992-2000 under a Pessimistic, Most Likely, and Optimistic Scenario? How can one define these scenarios?
3. Should Zenith do the Aspect Ratio Study?
4. What Additional research should be done to assess market potential/consumer preference for HDTV?

LIMIT ANALYSIS TO 3TYPED PAGES

3/23 Sampling Theory Ch. 11, 12

Sample Size Determination **DRAFT QUESTIONNAIRE DUE**

**IN CLASS QUESTIONNIRE PRETEST**

3/30 Preliminary Data Analysis Ch 14 (p 351-359)

Statistics Review Ch 15

4/6 Univariate Analysis Ch. 14 (359-362)

Chi-square goodness of fit

Kendell test

T-test for one mean Ch. 16 (413-415)

4/13 Multivariate Analysis

Chi Square for two variables **PRELIM. ANALYSIS**

Two group t-test **OF STRATEGY DUE**

ANOVA

Regression

4/20 Project Consulting Day

4/27 Wrap-up

Final Exam/Project Presentations **FINAL PROJECT**

**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!).

1. Long papers need lots of headings and subheadings.
2. **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 33 and 41-43 for an 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.

1. **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?

1. **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…)

1. **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.

1. **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.

**7. Cost Estimates**:

-Personal expenses

-Copying expenses (e.g., 100 copies of 3 pages @ *$0.05)*

-Sample expenses

-Travel expenses

-Computer time and software

-Other relevant expenses

-Total cost

**8. Time line**

**9. 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.

**1. Introduction**

Restate your research question.

**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 shares, profits, growth, stock prices)

**d. Product Markets**

-product types/varieties/brands -growth rates

-sales volume -vulnerability

-sales trends

e**. Consumers**

**-** demographics -opinions

- lifestyle -product usage patterns

- activities -media patterns

- interests -price sensitivity

f.  **Company Marketing Programs**

**-** advertising and promotion

- pricing practices

- distribution

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

Examples: Satisfaction Theory, Perception Research….

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 that you 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 beused 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…). 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

1. has appropriate responses (for fixed alternative questions)
2. 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.

1. Develop a dummy table for each hypothesis completing as much as possible. Leave a place for your graph of the statistical tests.
2. 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 SAS 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 included 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 2531 – 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) 33.3 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. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_

**Total: 100 points**

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

SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_