

**MKT5566, Marketing Research
Winter 2012**
University of Missouri, Kansas City
Bloch 5
Wednesdays 7-9:45pm

Instructor: Joe Cardador, PhD
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Office: Room 403
Office Hours: Wednesdays before class 5:00-7:00 pm or by appointment. (Please call or email me ahead of time to confirm my availability)

Blackboard will be used for class announcements, reminders, PowerPoint slides, handouts and posting of grades.

Prerequisites: MKT5531 & DSOM5508

Required Books/Materials

Marketing Research: An Applied Orientation, 6th edition, Naresh Malhotra. ISBN: 9780136085430
Thumb drive to save any in class work

SPSS Software

Purchasing your own student version of SPSS is optional if you desire more flexibility; however, SPSS 19 is available in UMKC computer labs and through remote access. You are responsible for obtaining access to UMKC computer labs so that you will be able to complete SPSS assignments in a timely manner.

UMKC Student Computing Labs Hours
(<http://www.umkc.edu/is/Labs/hoursLocations/normlabhours.asp>).

Course Overview

This course provides students with an overview of the field of marketing research along with hands on exposure to some of the most common analytic tools used by market researchers to help organizations make better decisions.

This is a rigorous class that will orient students to the opportunities and challenges in the field of contemporary marketing research. While the course will provide an overview of the market research function and potential career paths in market research, the emphasis is on conducting “hands-on” market research. Students interested in learning how to design surveys and conduct market research will gain a solid foundation they can build upon with additional practice. Those interested in supervising market researchers, or leading elsewhere in the organization, will gain the knowledge necessary to be good consumers of market research.

Research and statistics can be intimidating. The way to remove that intimidation is through knowledge, and knowledge is gained primarily through experience. Therefore, a major part of the class, and your class grade, will be focused on conducting statistical analyses using SPSS. SPSS was chosen as the statistical software for this class because it is relatively easy to learn and is widely used in business and the social sciences. The Malhotra text and associated learning aids provide step by step instructions for

running analyses. Your success in this class will be based to a large extent on your willingness to work through the analysis examples provided. You will only learn SPSS by working with it.

In addition to learning the techniques associated with market research, there is an art to conducting analyses and delivering results. Market research requires subjective decision-making. Cultivating good judgment when conducting or consuming market research is critical. Interpreting results and making actionable recommendations to market research consumers will also be addressed and practiced through two team-based projects.

Learning Objectives

1. Develop a comprehensive understanding of the field of market research that will enable students to talk knowledgeably about market research and put the work they are doing or evaluating into a larger context
2. Develop an understanding of essential market research analysis techniques
3. Learn how to develop a market research survey
4. Develop an understanding of survey sampling
5. Learn the art and science of market research, including the importance of justifying analysis decisions and demonstrating the value of results
6. Develop an understanding of how to prepare basic market research reports and presentations
7. Gain exposure to conducting market research in a team-based environment

Learning Methods

This course will be taught as a seminar and not a straight lecture course. Reading and discussing the class textbook and assigned readings, completing SPSS assignments, and participation in two team-based projects are the primary learning methods.

Course textbook and other assigned readings

Students are expected to have all assigned reading completed before class. The class lecture will not simply reiterate what is in the text, but class discussion will be based on an understanding of material in assigned chapters. Students should familiarize themselves with the material in each chapter to enable them to be active participants in class discussion and to ensure successful performance on the class mid-term and final. Given the amount of reading and technical nature of the material, the instructor will make an effort to highlight some of the most critical content in each chapter, but it is up to students to spend sufficient time reading and reviewing assigned readings so that they are ready for class discussion and exams.

Class contributions and professionalism

Students are expected to contribute to class discussions, to state opinions, defend their point of view, and respect alternative points of view. Effective verbal communication is a critical skill for market researchers. Students will be required to demonstrate a commitment to improving their verbal communication in class and in their project work in teams. Similarly, students are expected to honor commitments including arriving to class on time and completing assigned work when due.

SPSS Assignments

Each week that a particular market research technique is presented in class, a portion of class time will be devoted to working through an actual example of the analysis in class. Students will then be given a homework assignment that allows them to practice the analysis on their own to ensure that they understand key concepts and steps. A sample format for SPSS Assignments will be provided.

Team Projects

Team composition will be determined by the instructor based on class enrollment. Teams will work together on two projects.

Survey Development Project

Your team will work together to design a customer experience survey for a clothing retailer. The design will include the following elements:

1. A description of the goals of your research—what you and the clothing retailer want to learn.
2. A description of the sample of customers you will target and how you will deploy the survey.
3. A description of the constructs or dimensions of the customer experience you intend to measure and how they relate to your research goals.
4. Specific survey questions that reflect the constructs you have identified.
5. Response options for all survey questions with a rationale provided for their use.
6. Additional survey measures to help classify customers, such as visit frequency and demographics.

The survey should be long enough that you can conduct meaningful analysis with the data collected, but short enough that customers would be willing to take the survey with only a modest incentive. The survey creation and write-up can vary in length but should be between 8-12 pages. Survey development project work will be graded on how well students apply principles of survey construction learned in class to the design of their own surveys, these include clarifying and narrowing down the goals of the research, writing clear and unbiased survey questions, and providing rationale for survey content and design decisions.

Market Research Analysis Project

You and your team will analyze a sample of customer experience data for a multi-unit apparel retailer. This project will give you the opportunity to apply the statistical analyses learned in class to a real world example of consumer research. The instructor will provide a starting set of research questions for students that must be answered, and students will also be required to generate some of their own research questions and analysis. Students will prepare a 2-3 page *analysis plan* that outlines their research questions, variables to be studied, and analyses to be used. Final results are due in a *Word document report* and need to include references to survey item names and response options and detailed explanation of, and rationale for, research decisions made by the team in the analysis process. This initial report will vary in length but should be between 10-20 pages. Length is less important than quality. The project will be graded on how well students address the research questions provided, generate their own additional research questions, accurately conduct analyses, justify their research decisions, and “sell” the importance of the insights they uncover. Teams will take two or three of their best analysis insights, prepare a *PowerPoint presentation*, and deliver the results to the class in a 20-30 minute presentation.

The survey development project will give you a realistic preview of how well your team will work together on market research project. If you have any concerns about your teammates or your ability to perform successfully on your team, please let me know early in the semester.

Grading (% of total points earned)

A = 90 - 100%	(1,350 to 1,500 points)
B = 80 - < 90%	(1,200 to 1,349 points)
C = 70 - < 80%	(1,050 to 1,199 points)
D = 60 - < 70%	(900 to 1,049 points)
F = < 60%	(899 points or less)

Critical Deliverables and Associated Points

<i>Deliverable</i>	<i>Points available</i>
Class discussion and professionalism	150
Survey development project	150
SPSS Homework Assignments	300 (50 points each, best 6 of 7)
Midterm exam	200
Analysis plan for MR analysis project	100
MR analysis project report and presentation	400
Final exam	200
Total	1,500

Extra Credit

Individual extra-credit assignments will be offered a few times throughout the semester. These assignments are 100% optional and designed as additional learning opportunities. Extra credit opportunities may be sufficient to help students increase their grade slightly, but are no substitution for successful completion of the class deliverables outlined above.

Success Factors

The amount of time you need to put into this class will depend on your prior experience with market research techniques and SPSS, but you should plan on at least 2-4 hours a week outside of class. Because there is a lot of content to cover in 16 short weeks, the class will move fast. It is essential that you keep up with class readings and complete SPSS assignments. Each lecture will not simply rehash the reading assignments for those weeks, so don't expect class attendance to substitute for reading. Rather classes will take key points from the readings and elaborate on them based on real life experience and current events. Being able to communicate a point of view is critical for market researchers. You will be expected to participate actively in class discussions and with your team on team projects, and to present a professional image. If you are not in class you will find homework more difficult, will miss the discussion of key points from the text, and will not have a chance to participate in class discussions, all of which will prevent you from getting a good grade in the class.

Course Schedule

Note that specific assignments and timing are subject to change.

Class Date	Topics Covered	Chapters	SPSS Assignment/Homework
1/11	Organization of class Introduction to market research Problems and approaches	1 & 2	Intro to SPSS environment
1/18	Primary research design and secondary data (sources of data)	3 & 4	
1/25	Research design	6 & 7	Homework: survey design: research questions and constructs
2/1	Measurement and scaling Survey design	8, 9, &10	Homework: survey items
2/8	Sampling Sample size determination	11 & 12	Homework: report preparation
2/15	Data preparation Basic statistics and hypothesis testing	14 & 15	Survey Development project due Homework: Dell Running Case p. 447 Nike Data p. 493
2/22	Analysis of Covariance (ANOVA)	16	Homework: Sears Data p.522
2/29	Correlation and regression	17	Mid-term exam Homework: Sears Data p.562 and Nike Data p. 566
3/7	Discriminant and logit analysis	18	Homework: Sears Data p. 597 Instructor supplied logistic regression exercise
3/14	Factor analysis	19	Homework: Sears Data p. 624
3/21	Cluster analysis	20	Analysis plan for MRA project due Homework: Sears Data p. 651
3/28	Spring Break	--	--
4/4	Report preparation and presentation	21	Instructor supplied exercise
4/11	Multidimensional scaling Conjoint analysis	22	Report for MRA projects due Homework: Sears Data p. 685
4/18	Structural equation modeling Path analysis	23	Instructor supplied SEM exercise
4/25	Presentation of final projects		MRA presentation due Study for the final
5/2	Final Exam		

Missed Classes, Assignments, or Exams

Class attendance is required for this class as it will be very difficult for students to keep up on assignments, prepare adequately for exams, and earn discussion points without attending class. Please contact the instructor if you must miss a class due to an emergency. Students are responsible for obtaining and understanding material presented in class and may want to arrange to share notes as necessary with other students in the class.

Homework assignments are to be printed out in the format specified and handed to the instructor prior to the next class period (following the one in which they were assigned). Students who cannot attend class must make arrangements with the instructor in advance of class to deliver their homework assignments. Students will be assessed a 25 point penalty for each late homework assignment.

Do not miss exams. If a student is not able to take the exam as scheduled, he or she should contact the instructor immediately. Alternate make-up tests will only be provided in cases where missing an exam was clearly outside of the student's control. Note that make up tests may differ in terms of content and difficulty from the exams given during the scheduled class time.

Cancellation of classes because of inclement weather is determined by UMKC central administration. Please consult the UMKC website should threatening weather conditions exist. In the event classes are cancelled due to inclement weather, the course schedule will be adjusted accordingly.

Academic honesty:

A student enrolling in any UMKC course is expected to exhibit high standards of academic honesty. In the case of academic misconduct, I will assess the affected work and report the incident to Bloch School administration according to the guidelines printed in the University catalog. See student conduct policies at:

http://www.umkc.edu/catalog/Academic_Honesty.html

Course withdrawal:

All course withdrawals must be initiated in the Bloch School Student Services Office, room 115, and completed through the Registration Center in the UMKC Administrative Center. Students intending to withdraw from the course after the eighth week of class (fourth week in the summer session) are required to obtain a signature of both the instructor and an academic advisor before the course withdrawal is official. *Telling the instructor that you intend to withdraw from the course or ceasing to attend class does not constitute an official withdrawal.* The academic calendar in the class schedule/registration guide lists the official withdrawal dates.

Disclaimer Statement

Time and schedule considerations may prompt modifications of this syllabus (deletion of assignments/topics, modification of examination dates, etc.). The instructor will explain any changes; however, it is the student's responsibility to keep up with any modifications that are made throughout the semester.

Available support services:

The University and the Bloch School offer several support services. These include the Bloch School Computer Lab, the Bloch School Tutoring Center, the UMKC Writing Lab, and the Office of Disabled Student Services.

- Bloch School Computer Lab: The Bloch School Computer Lab is available for your use. It is located in Bloch 110; the lab's website is: <http://www.umkc.edu/is/oa/IS-Lab-Brochure.pdf>
- Bloch School Tutoring Center: The Bloch School Tutoring Center is currently equipped to assist students who need help in the following courses: ACTG 210 and 211; BA 325. The Center is located in Bloch 202; operating hours are posted on the room's door.
- UMKC Writing Lab: Students who desire assistance in written assignments may contact the UMKC Writing Lab at 816-235-1146. The Lab is located at 5201 Rockhill Road.
- Office of Disabled Student Services: If you have any questions about a disability or desire accommodation under the Americans with Disability Act, please contact the Office Of Disabled Student Services at 816-235-5696. The Office's website can be accessed at: <http://www.umkc.edu/disability/>

Useful Sites

<http://www.spsstools.net/Newbie.htm>

Raynald Levesque's SPSS site with links to syntax and helpful tips.

<http://en.wikipedia.org/wiki/SPSS>

Basic, if incomplete, overview of SPSS with some potentially useful links to other sites.

http://wps.prenhall.com/bp_malhotra_mr_6/

Book site with resources and data sets for download.