

# Marketing Analysis

University of Missouri-Kansas City  
School of Management

MKT 348: Marketing Analysis

Prof.: R. Arora

Prerequisites: MKT 324 & DSOM 309 (completed or concurrent)

Office: 334 D

Fall 2011

Office Hours: Mon. and Wed. by appt. or open door

Required Texts: Hair, Wolfenbarger, Ortinau, and Bush, “Essentials of Marketing Research,” second ed. 2010, McGraw Hill, New York.

<u>Topic No.</u>	<u>Subject</u>	<u>Chapters</u>	<u>MYSTAT Assignments</u>
1	Introduction		
2	Marketing Research for Decision Making	1	
3	The Marketing Research Process and Proposals <i>Form Teams for Project</i>	2	Start formulating your research proposal
4	Variables and Hypotheses	3	P. 64 to 68 only
5	Designing the Questionnaire	8	<b>Submit Research Proposal for approval</b>
6	MYSTAT		
7	Preparing Data for Quantitative Analysis	10	Descriptive (basic) Statistics *
8	Basic Data Analysis for Quantitative Research	11	<b>Cross-tabs, T-Test*, One way ANOVA</b>
9	Measurement & Scaling	7	
10	Test 1 (includes above chapters and MYSTAT assignments)		
11	Descriptive and Causal Research Designs	5	
12	Sampling: Theory and Methods	6	
13	Examining Relationships in Quantitative Research	12	Correlation*, <b>Regression</b>
14	Make-up test (includes chapters – 3,5,6,7,8, 11 & 12 and MYSTAT assignments)		
15	Secondary Data and Sources	3	
16	Exploratory and Observational Research Designs	4	
17	Qualitative Research	9	
18	Communicating Research Findings	13	

\* MYSTAT assignments with (\*) are for practice only and not to be turned in for feedback

## ASPECTS OF THE COURSE

### Nature of the Course

This course is very different from other courses you have taken. In most classes, the common practice is that students are passive listeners (or active note takers) in class (albeit active in learning outside classes). In this class, students will have to be active learners prior to, during, and after classes. This means that you are expected to read the materials prior to class time, have questions ready for material you wish to discuss in class. There is no wisdom in going over each paragraph of text in class.

Regarding the hands-on computer exercises, computers are excellent tools for repetitive tasks, but keep in mind the first successful outcome is very time consuming. Therefore, plan ahead and everyone will be saved from "excuses" and "unexpected" outcomes.

### The Content of Marketing Research

Marketing research is both a science and an art. The former comprises of the procedures for obtaining the information and the latter, the interpretation of information and using it to formulate a marketing strategy and or solve a marketing problem. The emphasis of this course is by far on the scientific methods of research. The course is unlike other qualitative or behavioral courses in marketing and is closer to applied quantitative courses. In fact, a great percentage of the course deals with statistical theories (sampling and data analysis). The challenge is to use the skills for improving the effectiveness of marketing strategy.

### Course Objectives

1. To understand the role of research in marketing decisions
2. To be able to read and understand research reports/ articles
3. To attain a working knowledge of the research process
4. To use MYSTAT to analyze the data
5. To be able to interpret research output
6. To appreciate that research does not provide flawless answers

### MYSTAT

MYSTAT is one of the very powerful software for statistical analysis. It is also one of the most widely used software, especially in social sciences. You may download a free version of MYSTAT at this link.  
<http://www.systat.com/MystatProducts.aspx>

### Student Responsibilities

1. The nature of material to be covered in this class best lends itself to learning by active involvement and hands on experience. **It is important that you do not fall behind in your readings and assignments.**
2. Attendance: Although any absence is seriously discouraged, a student is excused for missing a maximum of two classes in a semester. Each additional absence will result in a fractional lower grade. Please make arrangement with other students to take notes for the missed class. Please also see the linkage of attendance with item 4 - Professionalism.
3. Class contribution: Read the assigned chapters and be prepared for the assigned the material on the day it is to be discussed in class. There are a few points for class contribution. These are based on your active participation, interest, enthusiasm in the subject matter and helping to make a lively class. Mere attendance is not considered an act of active engagement in class. If you need help with class contribution, please let me know.
4. Professionalism: The Henry Bloch School of Business and Public Administration is a professional school. Classroom standards are therefore reflective of professional behavior. As a professional, you are expected to arrive on time, and show respect for others in the class. If you come in late, you will most likely disrupt the flow of the

lecture and should make every effort to minimize this effect. Take the nearest available seat, and unpack your books quietly. If you must leave early, notify the instructor prior to the start of class and do so quickly when the time arises.

The classroom environment is a place for lecture centered activities. It is not a place for web browsing or catching up on work that should be done outside the class. Engaging in such activities is visible inattentiveness, and an obvious lack of interest and respect for others. Conversations with other classmates during a presentation are both distracting and rude to others. Your attention is expected at all times.

During sessions, your opinions are welcome, especially if they conflict with expressed or prevailing views. You will be asked to defend your position, so it is important for you to give thought to your comments. Unlike a so-called “class participation” grade, you are not based on how often you contribute to lectures, rather on the quality of your comments. It is expected that some class members will contribute more than others will. Your goal should be to make a positive impact through attentiveness, preparedness, and a demonstration of professional respect.

5. MYSTAT Assignments: These assignments form the foundation of how well you are learning the skills of analyzing data and or performing statistical analysis. There are formal points assigned to these assignments. **However, they are extremely important in that they provide important feedback about your skills in analyses and write-up.** These assignments will be collected in class and graded for feedback purposes only. Each group will be asked to discuss their assignment in front of class at least once.

Each of these assignments must be typed and represent high professionalism in substance and form. Do not submit your MYSTAT output. The MYSTAT results must be copied over into the homework to be submitted for credit. Where necessary, you may "cut and paste" any portion of the results, however, make sure that you reformat the results in the report. You, as the marketing research analyst must select appropriate content and format the results for presentation. You are encouraged to look at your professional journals for style of reporting results.

The write-up for each MYSTAT assignment should include the discussion under the following headings:

- Introduction/ problem statement (approximately 8 lines)
- Hypotheses (varies with the number of hypotheses – about 2 lines for each hypothesis)
- Results (varies with output and relevance)
- Statistical significance (varies with the number of hypotheses – about 2 lines for each hypothesis)
- Managerial interpretation (6 – 8 lines).

In addition, each assignment must include the following at the end of each assignment: independent variable, dependent variable and the scale in which each variable is measured.

Use the checklist to assure your assignment meets the requirements.

- i. Make sure you have major headings such as Introduction/ problem statement, Hypothesis, Statistical significance and Managerial interpretation.
- ii. Have you re-formatted the results from MYSTAT output to your report?
- iii. Make sure you have only relevant information copied from MYSTAT output. (Do not include output that you do not comment and do not leave out any significant information).
- iv. Make sure your report is reader friendly. **Do not use “question number xx,” anywhere in the write-up;** instead state the entire question used in the questionnaire.

Above errors are serious in that they have a major impact on readability and will significantly affect the grade. **Please note that these are all avoidable errors.**

Due date for each assignment will be announced in class.

6. Test: There will be one required test (100 points). It is to your advantage to take the tests at the regularly scheduled class time. However if the inevitable should happen, the following make-up procedure will be used. The makeup test will not be the same test administered to the class. It will be a customized test designed exclusively for the student. If the test scores are graded on a curve, the curve will not apply to the make-up test. As such, I strongly recommend that you not miss the test date. The make-up test will cover chapters 3, 5,6,7,8, 11 & 12.

7. **Project:** Marketing Research often takes a person to the “frontiers of knowledge.” Despite careful planning, the outcome of the process may surprise the researcher as well as management. Things may not always go as planned. There may be problems with the instrument, the response rate, etc. One needs to develop a problem solving approach to the process. Then there is an advantage in "hands on" learning. With the above spirit in mind, there will be a required empirical research project. The details are described on the next page.

8. Students in need of special accommodations, please contact Office of Services for Students with Disabilities at 816-235-5696 or [disability@umkc.edu](mailto:disability@umkc.edu).

9. Please see the Academic Honor Code related to plagiarism:  
<http://www.bloch.umkc.edu/graduate/emba/current-students/student-resources/academic-honesty/index.aspx>

**Contacting me:**

You can reach me via Email - [Arora@UMKC.EDU](mailto:Arora@UMKC.EDU) or by phone (816-235-2317). The following rules will be strictly enforced for email. Emails not abiding by these rules will not be acknowledged.

- a) The use of the Email is for brief messages. If you need to discuss an issue, please schedule an office meeting.
- b) Grading information is not provided by email.
- c) I will usually respond to emails within 2 working days.
- d) Please do not send any missed assignments by email – these will not be accepted.

**Final Course Grade**

The final course grade will be based on the following:

**Individual**

Class contribution 20 points  
 Test 100 points

**Group**

Project 100 points  
 Total 220 points

The following minimum percentages: 71, 81 and 91 % for C, B and A grade respectively.

While it is not a usual occurrence, once in a while problems can emerge within a group. One member of the group may fail to live up to his/her professional obligation. If this happens within your group, please bring such problems to my attention immediately so as to provide many opportunities for a fair and productive outcome. Waiting till the last two or three weeks of classes prevents such a resolution.

**CLASS ASSIGNMENTS USING MYSTAT**

Santa Fe Grill case (Page 18) has been selected for this class. Note that the case is a means to learning statistics. Thus, the emphasis is on the use and interpretation of statistical procedures and not on the merit or demerit of the case. Several smaller assignments are selected which parallel the chapters in the text. These are described below.

<i>Procedure</i>	<i>Assignment</i>
T-Test	Does satisfaction (x22) vary by exposure to ads (x31)?
One Way ANOVA	Does satisfaction (x22) vary by demographics (x32 to x35)?
Descriptive (basic) Statistics	Develop a profile of customers (x1 to 11 and x30 to x35)
Correlation	What is the relationship within the life style variables?
Cross-tabs (Tables)	What is the relationship between income (x35) and price sensitivity (x26)?
Regression	What are the primary drivers of satisfaction?

Data details for above assignments will be explained in class.

## RESEARCH PROJECT

To maximize the learning, and get a first-hand exposure to the claims and limitations of research, a class project is included. Students are expected to work in groups of two or three students. The group selection will be discussed in class. Some details and housekeeping rules are described below. The topic of the project will be discussed in class.

General plan of the project: There are elements of the project, which are unique to a team, and those that are common to the class. The common aspects are the common database. The unique parts will be the questionnaire design, the background literature search, the data analysis, and the write-up.

The integration of the common part will be as follows. Each team will design one questionnaire. This is part of the learning process. However, for the final data collection, the instructor will give you the final version of the questionnaire. All students for data collection will use this questionnaire. Each team will collect their share of the data, and create a data file that will be aggregated and used as the basis for analysis. It is imperative that the data be accurately entered for analysis. You should run a simple frequency analysis to ascertain the accuracy of data.

In order for the project to be completed in time, it is critical that no team slip the deadlines. There are no exceptions for not following deadlines. Each team (or student) slipping the date will lose 5 points per day from the total project score.

Sample and sample size: The respondents for the study must be representative of those who consume the services. Each student is expected to collect 20 observations.

### **Deliverables**

At the conclusion of the project each Group is expected to provide a formal written report and make a PPT presentation of findings. The written report is due on the last day of class. The presentation schedule will be announced in class.

It is customary to assign the same grade to team members within a team. In case of neglect of professional responsibilities by a team member, the grades for team members may vary. The project grade will take into account the following:

- The creativity shown in the questionnaire design and analysis.

- The write-up and professional presentation.

- Review of prior research stream on the subject.

- General understanding of the research process, as evident from the report. The strength of the report is not in supporting or rejecting the hypothesis, rather in the scientific procedure followed in the investigation.

A typical (headings may vary) table of contents of the final report is:

Abstract	1/2 Page
Introduction	2 Pages
Problem statement	1/2 Page
Literature Review	2-3 Pages
Method (research design, sample and sampling)	1 Page
Results	2+ Pages
Discussion of results	2 Pages
Limitations and recommendations for future research	1/2 Page
References (at least 10 articles that have been cited in the paper)	
Appendices (if needed)	
Supplementary results (cross tabulations, segmentation, factor analysis, etc., which add to paper, but are not critical)	

Note: number of pages is approximate – it is the scientific process, not the length that determines the quality of report.

Common errors to avoid or check list for the Research Report

1. Headings: Use three levels of headings.  
Major Headings should be all capitals, and centered  
Secondary Headings should be upper and lower case and flush left  
Paragraph Headings should be upper and lower case and underlined.
2. Are sections and pages appropriately labeled, numbered, etc.?
3. Does the problem statement give the reader an understanding of the problem and area(s) investigated? Is the literature review relevant and sufficient?
4. Is the data analyzed using appropriate techniques?
5. Are the results discussed in length with respect to their utility to appropriate readers?
5. Are the limitations/disclaimers appropriately noted?
6. Are the references, tables, and figures in the Journal of Marketing Research style?

GOOD LUCK

## Peer Group Evaluation Form

Please complete the peer evaluation form for each of the group members including you. The intent of the peer evaluation is to recognize the contributions of the group members and reward each person fairly based on their input. The use of this form is optional. However, if your team should decide to provide input, it is important that all group members rate every member of their team.

Name of student completing this form: \_\_\_\_\_

Name of team member who is being evaluated: \_\_\_\_\_

Please circle a number that best describes the contribution of your team member.

Item Description	Poor							Excellent								
Timeliness in keeping appointment, following through	1	2	3	4	5	6	7									
Accuracy of work, attention to details	1	2	3	4	5	6	7									
Initiative and ideas.	1	2	3	4	5	6	7									
Team focus versus self-centeredness	1	2	3	4	5	6	7									
Creating a supportive co-operative group climate	1	2	3	4	5	6	7									
Taking ownership of project	1	2	3	4	5	6	7									
Other	1	2	3	4	5	6	7									

Please provide any additional remarks as see fit.

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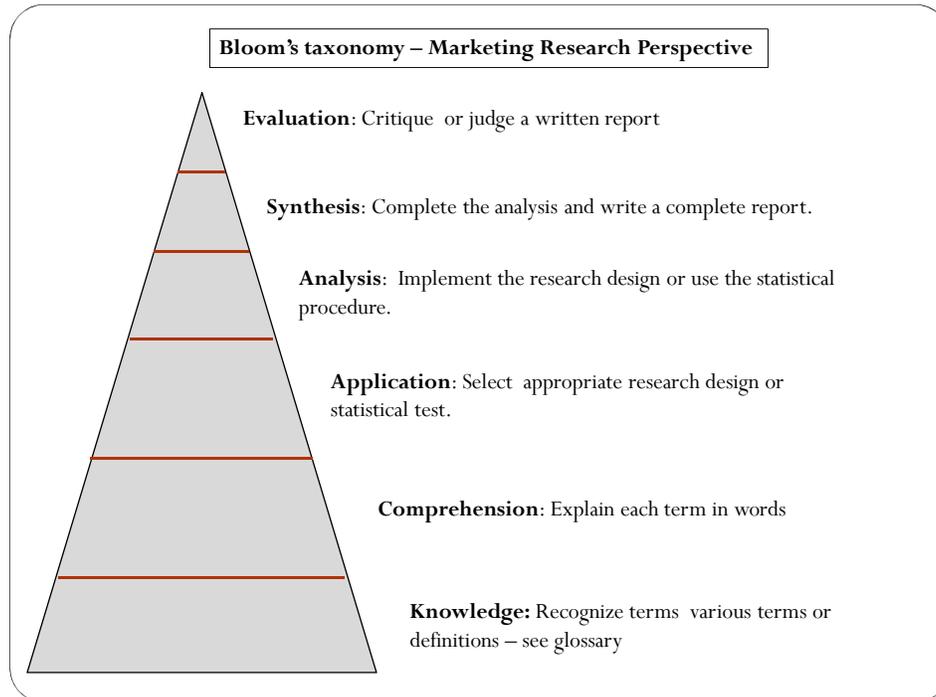
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## Exhibit 1

### Bloom's Taxonomy – with specific reference to this class



Note: Our goal is that you should be in the Application, Analysis and Synthesis category. This can only be accomplished if you are cognizant of this goal. Thus in covering any and all chapters, please ask yourself the following question: What can I do with this procedure (or concept). Do not just try to memorize as you have done in other classes. Some classes are knowledge based, whereas others are application oriented. This class is all about application, gaining new insights and applying them in marketing settings.