

COURSE SYLLABUS
MARKETING RESEARCH– MKTG 642
Dr. David M. Andrus
2006 Spring Semester

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Course Website:	http://info.cba.ksu.edu/andrus/
Office hours:	By appointment
Class:	TU 8:05-9:20; 9:30-10:45, Calvin Hall 211
Prerequisites:	MKTG 450, STAT351, CIS101, CIS102, CIS103

Required Texts and Materials:

Marketing Research: Online Research Applications, by Alvin Bush and Ronald Burns, 5th edition. The textbook includes: *SPSS 13.0: SPSS Student Version 13.0 for Windows* (CD ROM).

A package of 15 Apperson scantron cards and *SPSS 13.0 Brief Guide*.

The textbook and Apperson cards are on sale in the K-State Union Bookstore, Varney's Bookstore, and the textbook is on reserve in Hale Library.

Course Objectives:

The purpose of the course is to introduce students to the marketing research literature and to the marketing research process. The emphasis in this course is on how to actually conceptualize and conduct a marketing research project as well as use research as an aid for marketing management decisions. A fundamental skill possessed by successful marketing managers is the ability to obtain and use factual information within the managerial decision making process. While the course will deal with prospective users of research results, it will also provide a solid foundation in research techniques for those who wish to specialize in marketing research during their careers. Students will learn how to design, interpret, and apply marketing research to solve business problems.

The learning outcomes for this course are to:

1. Develop the participant's problem analysis skills and ability to translate a marketing management problem into a feasible marketing research question. Provide participants with a working knowledge of the concepts and technical methods of marketing research.
2. Provide a general understanding of marketing research, what kinds of information it can provide, and how it can be properly used by marketing management. Provide an overview of the structure of science in marketing and the marketing research industry.

3. Increase your sensitivity to the biases and limitations of different research designs and marketing data. Examine alternative research designs, their relative strengths and weaknesses, and ethical issues in marketing research.
4. Describe the role of experimentation in marketing research and provide an understanding of how marketing experiments are designed and conducted.
5. Develop participant's skills at writing a research report, orally presenting a marketing research study, and working in a research group context.
6. Provide an analysis of the comparative advantages and disadvantages of secondary and primary data collection strategies.
7. Provide an understanding of how to generate information by surveying and making observations of consumers and organizations.
8. Examine major types of sampling plans and their advantages and disadvantages. We will also consider how sample sizes for surveys are determined.
9. Understand the meanings of measurement, validity, reliability, generalizability, and scaling and their application in marketing data.
10. Study various statistical techniques for analyzing data obtained through marketing research and gain skills at using SPSS 13.0 to analyze data. Examine the logic of data analysis and how to develop a data analysis plan. Familiarize participants with some traditional and newer approaches to analyze marketing data, marketing mix variables, and estimating demand for new products and services.
11. Learn how to make specific, budgeted strategic marketing recommendations based on statistical results that will help a firm improve its performance.

We shall accomplish the learning objectives by reading assigned materials in the text, a term paper, a firing memo, a group critique, and quizzes, examinations, through lectures and discussions, SPSS 13.0 assignments, and by reading examples of research in various scientific marketing journals. Lectures will extend and supplement the topics covered in the textbook and provide additional and different perspectives on it.

Students can either identify a marketing problem from extant journal literature, work on a paper identified by the professor or their own personal experience as consumers, or by working with a business client who has a marketing problem that needs to be researched. Data will be generated to test hypotheses based on the research problem that was identified. You will then analyze this data and develop budgeted marketing strategies based on your analysis.

Exams, Quizzes and Grading:

There will be four exams which will consist of 50 multiple choice items. Each exam will be worth six percent of the total grade. Approximately 50% of each exam will cover the readings and approximately 50% will cover the lectures. Examinations are noncumulative; that is, each exam covers only material since the last exam. No make-up exams will be given. There will be an in-class review session prior to each test. All exams will be given during regular class periods. The correct answers for each exam are presented during the next class period.

There will be ten pop quizzes given in class. Each pop quiz will consist of 15 true-false items that will deal with material from the textbooks and class discussion. No make-up quizzes will be given. Marketing researchers have to stay current on information and are often presented with marketing problems that require immediate attention on an unexpected basis. The pop quizzes will help develop student ability at dealing with unexpected marketing problems and recalling information quickly. They also require you to stay current on reading assignments. The correct answers for each quiz are presented immediately following its completion. You will need to bring a Number 2 pencil and an Apperson scantron card to class for each exam and quiz. Examinations and quizzes are individual assignments.

There are 800 total points that can be earned in the course. At the end of the semester, I total each student's points for the four exams, ten quizzes, two SPSS 13.0 assignments, a firing memo, group critique, and a marketing research term paper. The following scale is used to determine a letter grade for the four exams, ten quizzes, two SPSS 13.0 assignments, a firing memo, group critique, marketing research term paper, and final course grade. No incompletes are given for a final grade.

LETTER GRADE	PERCENT	FOUR EXAMS	TEN QUIZZES	TWO SPSS 13.0 PROJECTS	FIRING MEMO	GROUP CRITIQUE	TERM PAPER	FINAL GRADE
A	90-100%	45-50	14-15	45-50	23-25	23-25	270-300	720-800
B	80-89	40-44	12-13	40-44	20-22	20-22	240-269	640-719
C	70-79	35-39	10-11	35-39	18-19	18-19	210-239	560-639
D	60-69	30-34	9	30-34	15-17	15-17	180-209	480-559
F	0-59	0-29	0-8	0-29	0-14	0-14	0-179	0-479

Each course element counts as follows for purposes of computing the final grade:

<u>Element</u>	<u>Percentage of Weight</u>	<u>Points</u>
Four Exams	25%	200
Ten Quizzes	19%	150
SPSS 13.0 #1	6%	50
SPSS 13.0 #2	6%	50
Firing Memo	3%	25
Group Critique	3%	25
Term Paper	38%	300
	100%	800

The grades will be posted on the class website approximately one week after each quiz or exam has been evaluated. Students may review their completed tests and quizzes with the graduate teaching assistant after the grades are distributed. The graded term paper will be distributed at the final exam.

Undergraduate Honor System:

A student's personal integrity is presumed to be sufficient assurance that in academic matters one does one's own work without unauthorized help from any other source. Undergraduate students, by registration, acknowledge the jurisdiction of the Undergraduate Honor Council. The policies and procedures of the Undergraduate Honor System apply to all students enrolled in undergraduate courses of all the schools, whether full-time or part-time.

The Honor system presumes that all work, submitted as part of academic requirements, is the product of the student submitting it unless credit is given with proper footnoting and bibliographic techniques, or as prescribed by the course instructor. The system applies to examinations and to all work handed in, such as papers, reports, and solutions to problems, tapes, films, and computer programs, unless accepted by the instructor.

Honor Pledge Statement: On all assignments, examinations, or other course work undertaken by undergraduate students, the following pledge is implied, whether or not it is stated: "On my Honor, as a Student I have neither given nor received unauthorized aid on this academic work."

Plagiarism and cheating are serious offenses and may be punished by failure on the exam, paper or project; failure in the course; and/or expulsion from the university. If you are caught cheating on any assignment in this course, the incident will automatically be referred to the Honors Council with a recommendation of an XF for the entire course. I want you to learn all that you are capable of mastering about marketing research. If you are dishonest, you will cheat yourself of this opportunity. It is clearly to your advantage to conduct yourself as an honest person. For more information refer to Appendix F in the University Handbook.

In the event that grade records and/or exams are unavailable for final grade determination purposes at the end of the semester due to academic dishonesty, the entire grade for the course will be based upon a comprehensive final.

Individuals are prohibited from selling or being paid for taking notes in any form (written, electronic, or otherwise) during this course to or by any person or commercial firm without the express written permission of the professor teaching this course.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to the professor individually within the first two weeks of the class. I am happy to make accommodations to facilitate your learning.

Class Participation and Conduct:

Another part of the grade will be based on class participation. Active class participation is expected and subjective consideration will be given while grading. This will be especially important to borderline grades. I may raise or lower final course grades based on my perception of your efforts

and learning. Everyone is expected and encouraged to participate in class discussion during the semester in terms of (1) current marketing issues, (2) concepts in marketing research, and – most important – (3) exploration of term paper points and the development of appropriate analyses and good decision making skills. Each student needs to offer his or her insights so that these may be sharpened over time and so that others in the class can benefit. You need to read articles in *Fortune*, *Business Week*, and the *Wall Street Journal* that deal with marketing research issues to stay current on important events in this area of study.

All reading assignments must be read beforehand to facilitate class discussion. Good preparation is the key to a good discussion. You should have thought about the reading from a critical and analytical perspective prior to class. I want an informed class discussion based upon quality preparation and participation. My subjective assessment of your class participation will be based upon content and quality of participation rather than frequency.

The class sessions are treated in the same manner as scheduled business meetings. You should arrive promptly and be prepared to participate in the class activities. Active student participation is essential to the learning process and to the success of the course. Attendance is required. I will lower a final grade for lack of attendance. Coming to class late or leaving early is not acceptable behavior. Job interviews, vacation scheduling problems, work schedule problems, campus activities, and assignments from other courses are not acceptable excuses for missing this class. I randomly take attendance during the semester. I deduct 10 points from the final course grade for each absence. **If you have four or more unexcused absences, you will receive an F for the entire course.**

Since this course will emphasize breadth as well as depth, I may not be able to cover all of the concepts and methods discussed in the textbooks. Nevertheless, you will still be responsible for all of the assigned reading. This course requires a substantial amount of reading. It is important that each student stays current with the assigned readings. If you have read the material in advance, the class discussions will be more lively and interesting.

My general teaching philosophy with regard to this course is that learning by active involvement is the best way to learn marketing research principles, concepts and techniques. The way to success in this course is to be an active learner-participant rather than a passive lecture note-taker. I like a good performance that leads to positive results. I want you to be successful in this course and learn all that you can about marketing research. Learning is something that a student does rather than something that is done to a student.

Late Work:

Some students may attempt to turn in assignments later than the time specified. Many reasons are given for late work. No matter what the reason, the conclusion is that either (a) the work was completed and turned in when required or (b) the assignment was not completed and turned in when required.

Assignments are due in class at the beginning of class on the specified due date. There is no provision for late work on any assignment. I strongly suggest that you plan and schedule your

work early and not postpone it. I also strongly recommend having backup systems in place so that you can have all work completed on schedule. Having your work completed on schedule is a key to early success in your business career. A major complaint of employers is that business faculty fail to instill a sense of responsibility in students to have work done on time. Thus, I would suggest that you start now to develop good work habits for meeting deadlines. Late submissions are not accepted. Partial credit will NOT be given for late work.

Term Paper:

A short term paper on some aspect of marketing will be written by groups of students consisting of six members. As the semester progresses, various components of the report will be given to the professor for evaluation. At the end of the semester, all of the sections will be integrated into one final report. The purpose of the marketing research paper is seven-fold. The main, obvious purpose is for you to learn how to do a scientific marketing research project and critically evaluate scientific research in general. Second, the research paper is also intended to help you think about marketing from a particular theoretical perspective and become familiar with a body of literature in the scientific marketing journals. Third, it allows students to integrate and apply various marketing research concepts and methods introduced during the semester to improve the performance of a business. Fourth, this assignment will improve your written and oral communication skills and help you learn how to work in a marketing group context. Fifth, you will improve your computer skills by using PowerPoint to display your presentation, searching the World Wide Web for information, and using SPSS 13.0 to analyze data. Sixth, the term paper will improve your ability to reason logically, critically, and analytically. Seventh, you will learn how to make budgeted marketing strategies that you will recommend to clients or other marketing professionals to help them improve their performance based upon marketing research data. The term paper project requires students to think of themselves as decision makers and actually take marketing actions. I have high expectations for your paper.

Each group will elect a marketing manager to guide the work of the other group members of the project. You are free to choose your group members. Each member of the group will receive the same grade. The paper will count as 38% of the total grade. The group will present the term paper in class near the end of the semester using PowerPoint. I will schedule the date of presentation two weeks in advance. You must present on the date that I assign to your group. No exception will be made.

The entire team will support the person or persons presenting the paper. Not every member of the group has to speak. Professionalism is expected. Each paper presentation will last approximately 30 minutes, which includes five minutes of questioning from the class and professor to follow. You need to allow time for your classmates to ask questions about your paper. The entire group may answer questions. Place a color copy of your PowerPoint presentation at the end of your bound term paper. The term paper is worth 300 points.

Firing Memo:

Each student is responsible for establishing norms of equity for the group. If you think you are being taken advantage of by doing an unfair amount of the work, you will have to be assertive and mature enough to do something about it. The group will have to establish a division of labor and divide the work that needs to be done in a fair manner. Group conflict should be resolved early in the semester. The firing memo addresses this issue and is due on January 26. Each member of the group will receive the same grade.

Each team can fire a member from the group by openly voting a person out and getting the professor's approval. The accused person has the right to present a defense if he or she wishes to remain in the group. If you are fired, you may drop the course or you will receive a two-grade reduction in the final course grade. You will have to complete a term paper on your own. It is clearly to your advantage to make your research team work in a cooperative fashion. A person must be fired by February 9. Being dismissed from a group is equivalent to being terminated from a business firm for not doing work. Unproductive team members should be fired early in the semester if they do not contribute to the group. The firing memo is worth 25 points.

SPSS 13.0 Assignments

Students will learn how to use SPSS 13.0, a computer software program for analyzing marketing data. You are required to do two SPSS 13.0 assignments. The first assignment deals with frequency distributions. The purpose is to familiarize you with univariate data analysis. The second assignment requires you to generate an initial SPSS 13.0 cross tabulations of relations in your data set. The purpose is to familiarize you with bivariate data analysis. Each SPSS 13.0 assignment is worth 50 points. Special lectures on SPSS 13.0 will also be given to aid in your learning. The first assignment requires each group to obtain an error-free frequency distribution. The first assignment is due April 6. The second assignment requires each group to generate a crosstabs of 10 important independent-dependant variable relations in their data. The second assignment is due April 11. Each group member will receive the same grade on the SPSS 13.0 assignments.

Each group will create a codebook for the questionnaire. Next, each group will have to create a SPSS 13.0 file on the computer. The next step requires you to load the data from your questionnaire into the computer. You will have to clean errors from your data once they have been loaded. After completing these tasks, you will be ready to generate a frequency distribution and start your data analysis. You will need to transfer frequency responses from your printout to a questionnaire. Type the frequency responses in each response category of your questionnaire.

Group Critique:

Working in the same six-person group as for the oral paper presentation, each team must be involved in a critique of another group's oral presentation. The group conducting the critique is required to prepare 10 critical questions for the presenting group to answer immediately following the class report. The questions should stimulate and challenge the presenting group. Each group must turn in their 10 questions with their bound term paper following the reference section. The questions must

be numbered. This will require the presenting group to give the analysis group a copy of its paper by April 20 so the analysis group can evaluate the paper and create the critical questions. The analysis group must provide the presenting group with the 10 critical questions by April 25 so that the presenting group can compose their responses. Each member of the group will receive the same grade. The group critique is worth 25 points.

Report Development:

Each marketing research report will include the components listed below. Although you are required to give me each section on the date listed in parentheses, it will not be graded initially. Each of these components, however, is expected to be the finished product. These assignments demonstrate that your team understands the concepts and methods from class and the textbook and knows how to apply them to a particular marketing research problem. I will make comments and suggestions on each section for you to improve your paper and return it to you. Teams are expected to revise each section, as necessary, for inclusion in the final report. No late papers will be accepted.

Introduction, Problem Statement, and Review of the Scientific Literature: (February 7)

1. Write an introduction that describes the circumstances and theoretical background of your research topic.
2. Formulate a detailed, specific problem statement of the purpose of your marketing research project.
3. Present a thorough review of the scientific literature on your marketing research problem.
4. Create testable hypotheses that are derived from your theory and problem statement.

Methodology and Operationalization of Variables: (March 9)

1. Specify the independent and dependent variables and how your variables will be operationalized.
2. Describe what constitutes your unit of analysis, and to what class of cases your formulation is intended to apply.
3. Describe the sample design, sample size, and describe who will be sampled, how, when, and where it will be done in detail.
4. Discuss issues related to research ethics, reliability, validity, and generalizability of your measurements.
5. Construct your questionnaire and pretest it in class.

Data Analysis, Discussion, and Marketing Strategies: (April 18)

1. Analyze your data using SPSS 13.0 and construct tables using a JM format to display your results.
2. Discuss results that are contained in your tables and what patterns of findings support your hypotheses and what patterns show nonsupport.
3. Summarize your findings for each table in a paragraph.
4. Write a discussion section summarizing your major findings, how your results fit in with

- previous research, and the limitations of your study.
5. Discuss what further research should be conducted.
 6. Describe in specific detail four marketing strategies based on your findings that will improve marketing performance.
 7. Present a detailed budget for each strategy.

Expectations for the Paper:

1. Each paper will be 15 pages in length, excluding tables, title page, and references. The paper should be short, concise, and well written.
2. Write clearly and in an organized manner. Use headings and subheadings to organize the paper. Be specific and detailed in your paper.
3. Avoid verbosity and do not plagiarize the work of others. Cite your sources.
4. The paper must be typed in 12 point font, Times New Roman, and double-spaced with one inch margins and a title page. List all group members and course name on the title page.
5. Correct spelling and grammar are required. Write simple sentences in the active voice. Do not use abbreviations, slang, contractions, or personal pronouns. Avoid the use of adjectives, adverbs, and prepositional phrases.
6. Provide adequate citations and use a *Journal of Marketing* format for your reference section. Cite sources within the body of the text using a *Journal of Marketing* format.
7. The term paper should be structured and written as if you were going to submit it to a scientific marketing journal, a professional marketing association's conference, or present it to a business client.
8. Each group must select a different topic.
9. The professor must approve each paper topic.
10. Each questionnaire must be pretested in class on March 7. Data collection must be completed by March 16.
11. Turn in two bound copies of your final term paper on April 27. I will keep one copy and return the other on the day of the final exam.
12. The final paper will have at least 30 independent references from marketing journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and the *Journal of Marketing Research*. Reference books such as *Services Industries USA* and industry reports may also be used. At least 20 of the citations must be from scientific marketing journals. The more literature you review, the more you will improve the paper.
13. All term paper grades are final. If you work for a business firm for your paper, you must give them two copies of the paper at the end of the semester. Discuss the paper with the client, and answer any questions that the client has regarding your paper. Make a formal presentation to your client at his or her convenience.
14. Type your name and social security number on all papers.
15. All course papers must be bound.
16. All course papers are due at the beginning of class on the specified due date.

Topics

The topic you choose must be a marketing issue. I will identify some of possible paper topics. You are not limited to these topics. Although you are to use outside sources, I require that you develop your own ideas in the paper. Originality, initiative and ingenuity are important.

Each group will conceptualize and actually conduct a marketing research project for a business client or examine an academic marketing issue. You will conduct a survey of at least 200 consumers. I have identified several projects for this semester that you can use.

Develop a topic based on your own personal experience as a consumer or related to something interesting you have read in another class. You can list your paper on your resume and discuss it in job interviews. You need to work on a topic that you personally find interesting, because you will have to deal with it the entire semester.

For examples of good marketing research and a place to begin, refer to the following marketing journals and business periodicals:

<http://www.cba.k-state.edu/departments/marketing/links.htm>

You should rely heavily on the *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *Journal of Marketing Research*, and the *Journal of Marketing* for your paper. You are required to include references from the journals listed above in your term paper. It is important that you become familiar with them. You need to conduct a computer search in the library to initially locate reference material.

Class Schedule – Marketing Research
MKTG 642, Spring 2006
Dr. David Andrus

DATES	LECTURE TOPICS	READING ASSIGNMENTS
January 12	Orientation	
January 17	Science in Marketing; Nature and Practice of Marketing Research	Chapter 1
January 19	Marketing Problem Definition; Managing the Stages in the Research Process	Chapter 2
January 24	Research Designs and Implementation; Observation and Qualitative Analysis	Chapter 3
January 24	Marketing Information Systems and Database Marketing	Chapter 4
January 26	Primary Data Generation through Surveys; Personal, Shopping Mall, Telephone, Internet and Mail Interviews as Research Methods	Chapter 5
January 31	Experimental Designs in Marketing Research; Conducting a Test Market	Chapter 5
February 2	EXAM #1	
February 7	Secondary and Commercial Data; Marketing Research Industry; Research Proposals; Ethical Issues	Chapters 6, 7
February 9	Measurement and Scaling in Marketing Research	Chapter 8
February 14	Levels of Measurement; Reliability, Validity, and Generalizability	Chapter 9
February 16	Specific Attitude Measurement Scales in Marketing Research: Comparative Scaling	Chapter 10
February 21	Non-comparative Scaling	
February 23-38	Questionnaire Design and Construction	Chapter 11
March 2	EXAM #2	

March 7	Probability Sampling Methods: Obtaining a Representative Sample	Chapter 12
March 9	Nonprobability Sampling Methods and Sample Size Estimation	Chapter 13
March 14	SPSS 13.0/Fieldwork; Data Preparation: Editing and Coding Data	Chapter 14 SPSS Chapters 1-5
March 16	Frequency Distributions; Univariate and Descriptive Statistics	Chapter 15, SPSS Chapters 6,7,14
March 21-23	Spring Break – Class Recess	
March 28	Tests of Differences: Hypothesis Testing	Chapter 16
March 30	EXAM #3	
April 4	Analysis of Variance	Chapter 17
April 6-11	Table Construction and Bivariate Interpretation; Measures of Association	Chapter 18
April 13-18	Bivariate Regression Analysis; Making Predictions About Marketing Phenomena	Chapter 19
April 20	Multiple Regression Analysis and Conducting Forecasts	
April 25	Writing and Orally Presenting a Marketing Research Report	Chapter 20
April 27	Paper Presentations; Term Paper Due	
May 2	Paper Presentations	
May 4	Paper Presentations; Course Evaluation and Final Exam Review	
May 8	FINAL EXAM - Section B (9:30): Monday 2:00 to 3:50 - Calvin 211	
May 11	FINAL EXAM - Section A (8:05): Thursday 2:00 to 3:50 - Calvin 211	

I reserve the right to change or modify the exam, quiz, lecture, paper assignments, SPSS 13.0 assignments, and reading assignment schedule as necessary. You are responsible for all changes, even if you are absent from class on the day they are announced.