THE COLLEGE OF NEW JERSEY
SCHOOL OF BUSINESS

MKT 310 - MARKETING RESEARCH(M,R)

SP/ 2011

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OFFICE HOURS:

Mon and Thurs.: 10:30 – Noon
or by appointment.

"If we knew what it was we were doing, it would not be called research, would it? " - Albert Einstein

"Learning is experience. Everything else is just information" – Albert Einstein

Catalog Description:

Methods and techniques used in marketing problem analysis including problem definition, hypothesis formulation, sampling techniques, questionnaire preparation, field surveys, data tabulation, and research results presentation.

PREREQUISITES: MKT 201 and STAT 215

TEXT:

Modern Marketing Research: Concepts, Methods and Cases 1st Edition, by Feinberg, Kinnear and Taylor (FKT)

Computer Applications:

1.) SPSS and Qualtrics - Available in the TCNJ labs.
2.) JMP- Optional, highly recommended and can be used for extra credit. Purchase info. is on SOCS

Course Learning Goals:

Information is a vital input into the decision making process of marketing managers. This course will examine the process whereby marketing management problems are defined and studies are designed to provide information that is useful in addressing these problems. The specific learning goals include:

1. Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.

2. Understand the importance of and process used for defining the marketing

research problem.

3. Define research design, classify various research designs, and explain the differences between exploratory and conclusive designs.

4. Analyze the advantages and disadvantages of secondary data and their uses in the various steps of the marketing research process.

5. Understand the various forms of qualitative research such as focus groups, depth interviews and projective techniques.

6. Identify the criteria for evaluating survey methods, compare the different methods, and evaluate which is best suited for a particular research project.

7. Understand the concept of causality as defined in marketing research and distinguish between the ordinary meaning and the scientific meaning of causality.

8. Understand the concepts of measurement and scaling and show how scaling may be considered an extension of measurement.

9. Understand the process of designing a questionnaire, the steps involved, and guidelines that must be followed at each step.

10.0)   Understand the sampling design process: definition of the target population, determination of the sampling frame, selection of sampling techniques(s), determination of sample size, and execution of the sampling process.

11. Understand the field work, data preparation and data cleaning processes.

12. Understand data analysis associated with frequencies and cross-tabulations.

13. Understand data analysis associated with hypothesis testing for one sample, Two independent samples, and paired samples.

14. Understand one-way ANOVA including decomposition of the total variation, significance testing and interpretation of results.

15. Understand the concept of correlation and the methods of bivariate and multiple regression analysis.

ASSESSMENT:

Research is a combination of art and science. The only way to learn marketing research is actually conducting a full scale research project. In this class, you will learn the entire research process by conducting a study on a topic you select. Sections of the project will be turned in throughout the semester. If handed in on time, each   paper will received my preliminary comments. Each team may then Incorporate those suggestions into the final research report. A team's grade in the project will be determined by the quality of the final report.

 Part of any research project is data analysis and you will complete a set of 3 cases involving the analysis of survey data using a commercially available statistical software package(SPSS).

In addition, there will be two exams designed to measure your knowledge of course concepts. Cases will be discussed in class and your participation in these discussions Is an important part of the classroom learning experience.

GRADING:

Group Research Report (a) (Weighted by Peer Evaluation)	25%
SPSS Cases(Solo-a,b)	25%
Case#1=5%	
Cases#2 & 3 = 10.0% each	
Midterm Exam(MC&Essay)	20%
Class Participation	05%
Final Exam(MC&Essay)	25%

a.) **I refuse to read poorly written cases and papers**. As I am not your personal writing tutor, I recommend you use the services of the Write Place to improve the quality of all your written assignments.

b.) The max length for a case is **5** pages of **2x** spaced prose. There is no limit on the amount of SPSS output used to support your answers.

c) Cases which are plagiarized will receive a **grade of zero**. In addition, each person involved will have a letter placed in their file and be reported to the SOB's Academic Integrity Officer.

You may resubmit each case **once. You must include both the original and the revised cases**. Write in prose rather than outline format. Number the pages. Do not right-justify (it's harder to read). **Check for spelling and typographical errors** In addition, highlight and reference the appropriate portions of your computer output. **I can only accept cases that are stapled or paperclipped. Sorry, I cannot accept any cases submitted via email.**

Cases are due at the beginning of class. Late cases will incur a cost of 5 points per day (max. 30 points) and must be turned in at BB 114. This office closes at 4:30 PM.

Grade Ranges	Final Grade
94 -100	A
90 - 93	A-
87 - 89	B+
84 - 86	B
80 - 83	B-
77 - 79	C+

74 - 76	C
70 - 73	C-
67 - 69	D+
64 - 66	D
0 - 63	F

GROUP PROJECT:

Group projects will receive a single grade. Any problems of unequal contributions by individual group members must either be resolved by the group itself or reflected in the confidential peer evaluation. In extreme cases, a group may split up because of the failure of one group member to participate. If this occurs, each individual must (a) submit his or her own report meeting all of the usual requirements, or (b) drop the course, or (c) receive a score of zero on the final project.

GROUP SIZE: The maximum size for a single group is 3 members.

FINAL REPORT:

a)   The report **must** follow the format described in this course outline.

b)   The report should be of professional quality.

c)   Here are a few specifications for the format of the report: Include a table of contents, an introduction, and a conclusion. The maximum length is 20 double-spaced pages, plus unlimited exhibits and appendices. Use headings and   subheadings. Write in prose rather than outline format. Number the pages. Do not right-justify (it's harder to read). **Check for spelling and typographical errors**. Papers that do not conform to these specifications will be **penalized. The project is due on or before the final exam. Late projects will incur a cost of 5 points per day penalty (max. 30 points) and must be turned in at BB 114. This office closes at 4:30 PM**

 As extra credit, you can program your final questionnaire using the Qualtrics application which I will demonstrate in class. This is worth an extra 3 points on the project. (Please note that you will still have to collect your data using a paper questionnaire.) Additional extra credit will be available by using the JMP software to complete an additional case. Details will be posted on SOCS during the semester. There may be another opportunity to earn extra credit for the project by conducting online qualitative research using a specialized computer application.

GROUP RESEARCH PROJECT(Topics, Papers, Final Report, etc.):

Paper 1

Each team must select an organization - preferably a TCNJ organization or office. Make sure that the selected organization/office is serving a Campus clientele. That is, the selected organization must aim its output at students, faculty, and/or staff clients. Examples of Campus organizations/offices are: Admissions and Financial Aid, Academic Departments, Career Placement, Chapel, College Printing, College Store, , Library, Food Service, Cultural Programs, Student Activities, Student Government Association, etc. This list is by no means exhaustive. I reserve the right to veto topics: the **RAT, C-Store or Career Services are not acceptable**.

In the first part of Paper 1 you will provide a setting for the problem. Very briefly describe your chosen organization based on published information and your personal knowledge of the organization. The team should provide references showing information sources.

The second part of the paper is the description of the marketing problem to be investigated. In this part include (1) the marketing management problem, and (2) the marketing research problem. Specify 10+ research questions(These have nothing to do with a questionnaire). There are two requirements a team must have in mind when selecting a problem to be investigated. First, the problem must be output oriented - a marketing problem. Second, the problem can be adequately researched using a sample survey.

The third part of Paper 1 is a detailed graphical model of how the variables you are studying impact the dependent variables.

Paper 2

The first second is a list of at least 4 examples of secondary data (articles, studies, etc.) that are relevant to your study. Attach a printout from each source.

The second part of Paper 2 consists of the 10+ hypotheses that you will test with your data.

The third part of Paper 2 is the first draft of your questionnaire. Your questionnaire should have no less than 25 questions. These must include at least 10 rating scale items. Make sure you include demographic type questions that are appropriate for your study. Indicate the correspondence between your questions and your hypotheses. Be sure to pretest and revise your questionnaire **at least once** before the due date.

Paper 3

Develop and sketch out a "best" sampling plan for your research.

5

Carefully consider your target population and the boundaries of your
study in your sample design.

Final Report

This is a compilation of Papers 1-3 and the following material: Spell out your analysis plan. Apply editing, coding, and tabulation procedures to your data. Analyze your data. Each team should have the following data analysis requirements in mind:

1)   Respondents should be clients of Campus organizations - i.e. students, faculty, and/or staff.

2)   At least 80 completed interviews are required per team. You must use a paper questionnaire as Qualtrics **is only for extra credit**.

3)   At minimum, test your 10+ hypotheses using the appropriate statistical tests.

Report Format

1. Title Page

2. Letter of transmittal

3. Letter of authorization

4. Table of contents
    a. List of tables
    b. List of graphs
    c. List of appendices
    d. List of exhibits

5. Executive summary
    a. Major findings
    b. Conclusions

6. Problem definition
    a. Background to the problem
    b. Statement of the problem

7. Approach to the problem

8. Research design
    a. Type of research design
    b. Information needs
    c Data collection from secondary sources
    d. Data collection from primary sources
    e. Scaling techniques
    f. Questionnaire development and pretesting
    g. Sampling techniques

h. Field work

9. Data analysis
      a. Methodology
      b. Plan of data analysis

10. Results

11. Limitations and caveats

12. Conclusions

13. Exhibits
      a. Questionnaire
      b. Statistical output
      c. Lists

CLASSROOM POLICIES/EXPECTATIONS

CUT POLICY:

a.) **Students are advised that they cut classes at their own risk**. The exams require information from the lectures and the case discussions. In addition, I will demonstrate SPSS in class. I am not able to repeat the entire contents of a class during office hours or via email.

b.) If you miss a class, obtain all handouts, supplements, etc. from a classmate. I do not keep a file of spare copies.

c.) I will return each exam and case once. You can obtain your exam grade via email. I will leave "orphaned" cases outside my office.Please note that these cases have been known to disappear.

MAKE-UP EXAMS:

It is your responsibility to manage your life. Therefore, make every attempt to take the exam when scheduled. If you cannot take the exam on the exam date, you must notify me in advance via Voicemail and have documentation. **Make-up exams will be given at my discretion**.

Extra Credit Work: Other than the opportunities listed above, there are no extra credit assignments available.

IMPORTANT NOTICE:

Late arrival and early leaving disturbs the class; consequently, do not

schedule any activities that interfere with your classes. If you cannot attend a class from the normal start time to the normal finish time, please do not disrupt the class by attending the class that day. If you are unable to abide by these restrictions, you should not enroll in this class this semester.

PARTICIPATION:

You are expected to **participate** in class; just sitting there is not enough. Your contributions are expected to help the class learn and understand the topics under consideration. **Negative participation** (talking, unnecessary interruptions, etc.) will result in a significant reduction of the final grade for the course.

WEEK	TOPICS	CHAPTERS	Discussion Questions*	CASES*
Jan. 17	Introduction Topical Video	FKT 1		
Jan. 24	The Marketing Research Process Research Design and Data Sources Acme Cable Co. Exercise Guest speaker(1/27/11)	FKT 2,3	Chap.2.- 3,4,5 Chap.3 – 2,3	1.3(p.116) 1.4(p.119) Quests. 2(Focus Study#3),
Jan. 31	Measurement in Marketing Research Data Collection: Exploratory and Conclusive Research Qualitative Research **Finalize Team Membership**	FKT 4,6	Chap.4 – 5 Chap.6 -3,6,8	Chap.4– 2.1(p.351) Quests. 1-3
Feb. 7	**Paper #1 due on Thurs., Feb. 10** Qualitative Research(cont.) Inclass Qualitative Research Exercise Focus Group Video(A Classic!) or the class will be conducted by a Pro. Focus Group Moderator (2-7-11)	FKT 6(Cont.)		

	Survey Research Videos Concerning Marketing Research Suppliers			
Feb. 14	Designing Surveys and Data Collection Instruments Secondary data expert(Outside Speaker) –Feb. 17th	FKT 7	Chap. 7 Quests.-3,4,5	
Feb. 21	Designing Surveys and Data Collection Instruments Examples of Questions of Dubious Value	FKT 7(Cont.)		
Feb. 28	Sampling **Paper #2 due on Thurs., March 3rd**	FKT 8.1 – 8.5 Appendix 8		
March 7	Spring Break – No Classes			
March 14	**Sampling** **Paper #3 due on or before Thursday, March 17th** **Midterm Exam on Thurs, March 17th(Chapters TBA)** **Midterm Peer Evaluation**	FKT 8.1 – 8.5 (Cont.)	Chap. 8 Quests. 6,7	Chap. 8-2.6(p.359) Quests. 1-4
March 21	Causal Designs and Marketing Experiments	FKT 5	Chap. 5 Quests. 2,6,7	Chap. 5-2.2(p.352) Quests. 1-4
March 28	Causal Designs and Marketing Experiments Data Processing and Statistical Methods: Univariate and Bivariate Analyses SPSS Demonstration	FKT 5Cont.) FKT 9	Intro. to Visa Card Case(Handout) Chap.9 Quests. 1-3	

April 4	Data Processing and Statistical Methods: Univariate and Bivariate Analyses **Visa Card Case(Handout) #1 due on Thurs, April 7th** Answer these questions: 1.) Construct a summary of the demographic characteristics ((profile) of the typical respondent. 2.) What is the most frequently cited reason for responding to Visa card offers? What is the least frequently cited reason? (Hint: Use the Multiple Response procedure) 3.) What are the most and least important attributes respondents use in evaluating a credit card offer?	FKT 9(Cont.)		
WEEK	**TOPICS**	**CHAPTERS**	**Discussion Questions***	**CASES***
April 11	Data Processing and Statistical Methods: Univariate and Bivariate Analyses Modeling Multivariate Relationships **Visa Card Case #2 due on Thurs., April, 14th** Answer these questions: 1.) Do respondents agree with lifestyle items 1a to 1f? Use Questions1a to f and the One Sample T-Test to answer this question. State Ho and Ha and discuss your findings. 2.) a.) Do the responses to Questions 1a to 1f differ based on Gender? b.)Do respondents with some higher education respond differently to these questions than other respondents? Use the Independent Samples T-Test and state Ho and Ha and discuss your findings.(Hint:	FKT 9(Cont.) FKT 10	Intro. to Friendly Market Case(Handout) Chap. 10 Quests. 1-4, 9	

	Use the version of the T-Test that allows for unequal variances in the 2 groups)			
April 18	Modeling Multivariate Relationships The Major Multivariate Methods Of Marketing Research (See SOCS for links to 2 conjoint analysis exercises). **Chi-Square & Correlation Analysis Case Using The Friendly Market and Visa Card Data(See SOCS) due on Thurs., April. 21st** Answer these questions by using the SPSS Tables procedure and the Chi square statistic. State Ho and Ha and discuss your findings. A) What demographic characteristics are associated with being a Friendly Market customers. B-1.) Answer this question by using the Correlate procedure in SPSS. and the Visa Card Data. State Ho and Ha. When you reject Ho, discuss your findings . What is the relationship between income and Q1a – Q1f? B-2) Use the Regression procedure in SPSS to estimate the relationship between Q32b and Q1d, Q33 and Q39 in the Visa Card Data. Discuss the overall F-test, R2, adjusted R2 and	FKT 10(Cont.) FKT 11, 12.1	Chap.11 Quests. 4, 6-8	

	the regression coefficients. Assume that a p value LE .11 is acceptable for stat. significance.			
April. 25	Project Workshop .			

*These discussion questions and cases will be discussed in class.

FINAL EXAM - When Scheduled
(Chapters TBA, and all the notes and class discussions)

The above schedule is subject to change at my discretion.