MKT 460: Marketing Information and Analysis Fall 2010 Professor Romana Khan

Meeting Times:

Section	Unique	Day	Time	Location
1	05005	MWE	10:00 - 11:00	LITC 1 116
	<u>05005</u>	IVI VV F	10.00 - 11.00	<u>UTC 1.116</u>
		TH	10:00 - 11:00	CBA 5.325
2	05010	MWF	2:00 - 3:00	UTC 1.116
			10.00 11.00	GD 1 7 00 1
		TH	10:00 - 11:00	<u>CBA 5.304</u>

You may:

- Attend any of the two lecture sessions
- Take the tests in any of the two lecture sessions (you do not need to inform me in advance)

Contact Information:

Office: CBA 7.216

Office Hours: Monday and Wednesday 1-2pm, or by appointment

Email: romana.khan@mccombs.utexas.edu

Teaching Assistants:

Shameek Sinha CBA Office: 5.334X Thursday

Office Hours: Thursday 1:30-3:30pm (Starting from September 16th)

Course Prerequisites: MKT 337, STAT 309

Course Objectives:

The objective of this course is to provide a fundamental understanding of marketing research methods. Marketing research is an organized approach to developing and providing information for decision-making purposes. The quality of the information depends on the rigor and care exercised in executing the various steps of the market research process. This course will guide you through these steps and develop the tools and skills necessary for analysis in marketing decision-making.

Check List of Specific Skills You Will Learn in this Class:

General Skills

- Structure to Evaluate and Analyze a Marketing Problem
- Market Research Terminology
- Manage a Research Project from Initiation to Formal Report and Presentation

Research Implementation Skills

- Questionnaire Design and Implementation
- Evaluate Alternative Sampling Plans and Sample Size Determination

Quantitative Analysis Skills

- Basic Data Analysis and Data Presentation
- Hypothesis Testing
- Break Even Analysis
- Regression Analysis, and Applications in Demand Estimation

Course Format:

To achieve the course objectives a combination of lectures, lab sessions, individual exercises, case analyses, and a group project will be used.

- Class **lectures** are designed to teach you the theoretical aspects of the market research process. Additionally, you will be asked to read articles for class discussion as a basis for understanding the application of these concepts in real world situations.
- The MOD LAB sessions are designed to develop your skill set through application of the
 theory discussed in class. Attendance at the MOD LAB sessions is required and is an
 integral part of the course. MOD LAB will meet as noted on the class schedule. Reminders
 of Mod Lab meetings will be announced in class.
- A series of individual exercises and case analyses will provide the opportunity to enhance
 your learning through practice. They are designed to develop your practical skills and
 analytical toolbox.
- You will work in teams to complete a **research project**. This will involve definition of the problem, data collection to address the underlying issues, and data analysis to provide answers to the problem. The project will culminate in a team presentation at the end of the semester. Ideally, each team should have four members.
- Five **tests** will be administered during the course of the semester. You must bring a pencil and eraser to each test. Attendance is mandatory for all tests. If, for valid reasons, you cannot attend the test session you must inform me **in advance**. Valid reasons include illness, personal bereavement, religious holiday, and travel for a school authorized activity.

Course Materials:

Text Book Title: Marketing Research Methodological Foundations

Authors: Gilbert Churchill, Dawn Iacobucci

Publisher: Thomson Southwestern

Either the 8th or 9th edition of this textbook can be used for class:

1. 8th edition (**ISBN-10:** 0030331013 **ISBN-13:** 978-00303310)



2. 9th edition (**ISBN-10**: 0324201605 **ISBN-13**: 978-0324201604



The 9th edition of this textbook is available at the bookstore. <u>Cheaper, second hand copies are</u> available online. Do not ask me to recommend a website – I cannot do this.

Other relevant material will be posted on blackboard throughout the course.

Lecture Notes:

Class lectures notes will be posted to Blackboard at least one day before the session. It is your responsibility to print them out and bring them to class. This will facilitate your note taking in class. If we do not complete the notes/slides during the lecture, please be sure to bring them to the next lecture session.

Late policy for assignments and cases:

Assignments and cases are due on the date and time indicated on the assignment. Assignments and cases must be submitted electronically through the Digital Drop Box. Assignments will not be accepted after the answer key has been posted or the case has been discussed in class.

Accommodation for Students with Disabilities:

The University of Texas at Austin provides upon request appropriate academic adjustments for qualified students with disabilities. For more information, contact the Office of the Dean of Students at (512) 471-6259.

Policies:

1. If you miss class for a medical reason, personal bereavement or religious holiday, I will assist you in catching up. If you miss class for any other reason, please contact your classmates for missed notes, announcements, etc. If you miss class or a test, for a medical reason you must bring a note from the health center.

For religious holy days: By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.")

- 2. You are welcome to send me email. If I have addressed the question or issue extensively in class, I am unlikely to respond to your email.
- 3. The instructor will be available to you throughout the course to assist you with any issues related to the coursework. If you miss a class or a MOD LAB session, you are responsible for the material covered. The instructor will not provide individual instruction.
- 4. Do not engage in personal conversations during class. Do not use your cell phones for personal conversations or text messaging.
- 5. Pay attention in class and take notes. Do not use class time to complete (or copy) homework or to complete work for another class.
- 6. The overwhelming majority of the students in the business school conduct themselves with the highest standards of professionalism. It is to this standard that the students in this class will be held.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business:

By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course an/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Questions about scholastic dishonesty procedures should be referred to Paul Murray, Associate Dean for Undergraduate Program Office.

Evaluation of Student Work:

1. Tests -60 % (5 tests -12% each)

Each test will cover a subsection of the course material. There will be no cumulative final examination of the course material. The level of difficulty will vary across tests. It is in your best interest to study hard for each test.

2. Individual Assignments – 14% (3 assignments)

The individual homework assignments will give you an opportunity to learn the mechanics of the analysis tools. The purpose of the assignments is to ensure that you have an understanding of basic analysis tools in marketing research.

Assignment 1: Basic Data Analysis – 4% Assignment 2: Hypothesis Testing - 3%

Assignment 2: Basic Regression Analysis – 7%

3. Individual Case Write-Up -10% (2 write -ups)

Case 1: WalMart and Palm Case – 5% Case 2: "Boston Fights Drugs (A)" – 5%

4. Team Project and Presentation - 14%

Your team will apply marketing research principles and techniques to address a problem or issue of interest. Note that this project does not have to be related to marketing. It can relate to any decision problem/issue that requires an answer based on analysis of information collected directly from people.

This project will also give you experience working as a team and develop skills such as negotiating work load. We will use peer evaluations to avoid 'free rides'.

Your team is required to identify a problem, collect some information related to the problem and perform some basic data analysis. You will submit a write-up for the project and make a short presentation in the class about your problem and findings. You will be required to discuss the proposed project with me in advance. This assignment will be due in two parts to ensure that you make progress on the project throughout the semester.

5. Attendance – 2%

You are expected to prepare for, attend, and participate in class. Attendance will be taken at 10 random times during the semester. If you are present for at least 8 of these 10 occasions you will receive the full score.

Grades will be assigned based on the +/- grading system:

A = 93	93 > A- ≤ 90		
$90 > B+ \ge 87$	$87 > B \ge 83$	$83 > B- \ge 80$	
80 > C+ ≥ 77	77 > C ≥ 73	73 > C- ≥ 70	
70 > D+ ≥ 67	$67 > D \ge 63$	$63 > D- \ge 60$	F < 60

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COURCO	Schedul	n
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Week	Date Topic	Assignments Due				
		Assignments Due				
1	25-Aug Course Introduction					
2	27-Aug Role of Market Research in the Marketing Process 30-Aug Discussion of articles: Gucci, Vodafone, Google. Read articles posted on Blackboard .					
2						
	1-Sep Research Design; Sources/Types of Data/Privac	cy; work on Palm Case				
2	3-Sep Basic Data Analysis					
3	6-Sep Labor Day - No Class	4 1 TV 1 4/D 1 C				
	8-Sep Finish Basic Data; Discussion: Walmart/Palm	<u> </u>				
4	10-Sep Guest Speakers: P&G GSB 3.130 from 10am	- 11am				
4	13-Sep Hypothesis Testing	4				
	15-Sep Hypothesis Testing	Assignment 2: Basic Data Analysis				
_	17-Sep Test 1: Marketing Process, Research Design	Types of Data; Basic Data Analysis				
5	20-Sep Hypothesis Testing					
	22-Sep Questionnaire Design					
	24-Sep Attitude Measurement					
6	27-Sep TALK ABOUT PROJECTS	Assignment 3: Hypothesis Testing				
	29-Sep Test 2: Hypothesis Testing, Questionnaire D	esign; Methods of Obtaining Data				
_	1-Oct Project Work Day					
7	4-Oct Regression					
	6-Oct Regression					
	8-Oct Meet in ModLab 10am: CBA 5.304 2pm: CF	3A 5.325				
8	11-Oct Regression					
	13-Oct Regression					
	15-Oct Regression	Project Part 1: Proposal and Survey				
9	18-Oct Regression	Put Survey Online				
	20-Oct Regression Review	Assignment 4: Regression Analysis				
1.0	22-Oct Test 3: Regression					
10	25-Oct Sampling					
	27-Oct Sampling					
	29-Oct Sampling					
11	1-Nov Exploratory Research					
	3-Nov Causal Research					
	5-Nov Test 4: Sampling, Exploratory Research					
12	8-Nov Causal Research / Test Markets					
	10-Nov Case Discussion: Boston Fights Drugs Assign					
	12-Nov Break Even Analysis - In class exercise - bring					
13	15-Nov Break Even Analysis - In class Exercise - bring	calculators				
	17-Nov Presentations					
	19-Nov Presentations					
14	22-Nov Presentations					
	24-Nov Thanksgiving Break - No Class					
	26-Nov Thanksgiving Break - No Class					
15	29-Nov Project Work Day					
	1-Dec Course Conclusion: Turn in Final Projects	Final Project Reports Due				
	3-Dec Test 5: Causal Research; Break Even Analy	sis				