

382 MARKETING INFORMATION AND ANALYSIS

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Course Objectives

The effectiveness of marketing decisions highly depends on the quality of data, analysis and information upon which these decisions are based. This course will address this issue by focusing on how marketing decisions are supported by research techniques. Different research designs, methods of data collection, marketing models and analyses are discussed and applied in individual and team projects. The course helps marketers to get a deeper understanding of marketing research analysis and how to use and interpret the information it provides. The scope will range from qualitative to experimental and quantitative analyses that are frequently used to support marketing decisions. Projects focus on online group discussions to collect qualitative information, survey data, measurement instruments, and experimental designs in the context of advertising, conjoint analysis for new product development, resource allocation in the context of customer satisfaction, market segmentation, and brand positioning. The course will help marketers to gain a deeper understanding of marketing research techniques and how to interpret and use the information it provides.

The course is designed for business students who want to pursue a career in marketing, but can also be taken by other students interested in marketing research. The aim of the course is to teach students the methods. principles, and theories of modern marketing research and to apply these to practical business settings. You will learn the concepts and terminology used by marketers and marketing researchers and master methodological tools to obtain a competitive advantage in the business world. The specific objectives of the course are:

- 1. To understand how information is obtained and delivered to solve marketing problems.
- To learn how to set up research designs.
 To understand methods of data collection and analysis to solve marketing problems.
- 4. To train you to analyze real life marketing research problems.
- 5. To improve your communication skills and working in teams

Leadership and this Course

The Texas MBA program is designed to develop influential business leaders. The MBA Program has identified four fundamental and broad pillars of leadership; knowledge and understanding, communication and collaboration, responsibility and integrity, and a worldview of business and society.

In this course, you will enhance your knowledge and understanding of how advanced marketing research

methods are applied in practice and how they can benefit marketing decision making. Team work is an important part of this course. You will collaborate with team members on team projects covering a broad array of topics and communicate findings and recommendations.

Class Schedule

Mon/Wed 12:30 - 2:00pm CBA 4.332

Weekly Syllabus

(tentative; please refer to the course website for the latest updated schedule)

Wed Aug 29	lecture: Introduction	Mon Oct 29	lecture: customer satistfaction analysis
Mon Sept 3	lecture: Labor day – no classes		other: customer satisfaction data
Wed Sept 5	Marketing Research Process	Wed Oct 31	lecture: demand models
Mon Sept 10	lecture: Exploratory research	Mon Nov 5	lecture: product research: new product development
Wed Sept 12	lecture: Exploratory Research	Wed Nov 7	lecture: work on project 5
Mon Sept 17	lecture: Experimental design	Mon Nov 12	lecture: conjoint practice
Wed Sept 19	lecture: Experimental design	Wed Nov 14	lecture: new product diffusion and segmentation
	presentation: project 1		other: segmentation data
Mon Sept 24	lecture: Experimental design		other: diffusion data
	other: data - latin square	Mon Nov 19	lecture: segmentation
Wed Sept 26	lecture: Survey research and measurement		presentation: project 5
Mon Oct 1	lecture: Measurement	Wed Nov 21	lecture: segmentation
Wed Oct 3	lecture: Survey research and measurement	Mon Nov 26	lecture: work on project 6
Mon Oct 8	lecture: sampling designs	Wed Nov 28	lecture: positioning and factor analysis
Wed Oct 10	lecture: sampling designs		other: positioning data
	presentation: project 2	Mon Dec 3	lecture: tba
Mon Oct 15	lecture: descriptive research techniques		presentation: project 6
Wed Oct 17	lecture: descriptive research techniques	Wed Dec 5	Lecture: tba
Mon Oct 22	lecture: correlation and regression		
Wed Oct 24	lecture: regression		

Readings

Required readings:

No textbook is required. A few required readings will be posted on the website during the semester Optional but recommended readings: (see website for page/chapter references from lectures to literature) Aaker, Kumar, and Day, "Marketing Research," 8th Ed (2004), ISBN: 978-0-471-23057-1 Churchill and Iaccubucci, "Marketing Research: Methodological Foundations," 9th Ed. (2004).ISBN 978-0324201604.

Software

We will be using two Excel plug-ins for the team projects: StatTools and DecisionPro ME>XL. For both software applications, we have acquired licenses. Below you will find information downloading and installing the software.

StatTools

StatTools gives the industry-standard data analysis tool - Microsoft Excel - a new, powerful statistics toolset! StatTools is a Microsoft Excel statistics add-in, so you analyze data in Excel and work in the familiar Microsoft Office environment. StatTools combines Microsoft Office's ease-of-use and statistical analyses. See the course website for details on how to download the software.

DecisionPro ME>XL

Marketing Engineering for Excel provides improved analytic capabilities and new models all wrapped in an exciting new user interface as a Microsoft Excel add-in. With this software product, users will be able to use the power of world-class analytics from within Excel, an interface with which they are already comfortable. The Marketing Engineering for Excel software installation file may be downloaded directly from the ME website at www.mktgeng.com/student/store. See the course website for more details. For any specific questions contact me, the ta's, or support@mktgeng.com.

Course Requirements and Grading

Your grade in the course will be determined as follows:

	Points
Class participation Group project reports Individual project reports In-class presentation	20% 30% 30% 20%

Details on grading criteria are provided on the course website.

McCombs Classroom Professionalism Policy

The highest professional standards are expected of all members of the McCombs community. The collective class reputation and the value of the Texas MBA experience hinges on this.

Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects.

The Texas MBA classroom experience is enhanced when:

- Students arrive on time. On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
- **Students display their name cards.** This permits fellow students and faculty to learn names, enhancing opportunities for community building and evaluation of in-class contributions.
- Students minimize unscheduled personal breaks. The learning environment improves when disruptions are limited.
- Students are fully prepared for each class. Much of the learning in the Texas MBA program takes place during classroom discussions. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- Students attend the class section to which they are registered. Learning is enhanced when class sizes are optimized. Limits are set to ensure a quality experience. When section hopping takes place some classes become too large and it becomes difficult to contribute. When they are too small, the breadth of experience and opinion suffers.

- Students respect the views and opinions of their colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.
- **Laptops.** Please always bring your laptop. We will be using it quite extensively in class. Please refrain from using your laptop for activities not directly related to the class material.
- Phones and wireless devices are turned off. We've all heard the annoying ringing in the middle of a
 meeting. Not only is it not professional, it cuts off the flow of discussion when the search for the offender
 begins. When a true need to communicate with someone outside of class exists (e.g., for some medical need)
 please inform the professor prior to class.

Remember, you are competing for the best faculty McCombs has to offer. Your professionalism and activity in class contributes to your success in attracting the best faculty to this program.

Academic Dishonesty

The responsibilities for both students and faculty with regard to the Honor System are described on http://mba.mccombs.utexas.edu/students/academics/honor/index.asp and on the final pages of this syllabus. As the instructor for this course, I agree to observe all the faculty responsibilities described therein. During Orientation, you signed the Honor Code Pledge. In doing so, you agreed to observe all of the student responsibilities of the Honor Code. If the application of the Honor System to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

As specific guidance for this course, you should consider the *writing* of all examinations to be an individual effort. Group *preparation* for examinations is acceptable and encouraged. Homework assignments are to be turned in individually but I encourage you to work together in answering the questions. You should, however, develop your own answer and not cut and paste the work of others.

Students with Disabilities

Upon request, the University of Texas at Austin provides appropriate academic accommodations for qualified students with disabilities. Services for Students with Disabilities (SSD) is housed in the Office of the Dean of Students, located on the fourth floor of the Student Services Building. Information on how to register, downloadable forms, including guidelines for documentation, accommodation request letters, and releases of information are available online at http://deanofstudents.utexas.edu/ssd/index.php. Please do not hesitate to contact SSD at (512) 471-6259, VP: (512) 232-2937 or via e-mail if you have any questions.

Honor Code Purpose

Academic honor, trust and integrity are fundamental to The University of Texas at Austin McCombs School of Business community. They contribute directly to the quality of your education and reach far beyond the campus to your overall standing within the business community. The University of Texas at Austin McCombs School of Business Honor System promotes academic honor, trust and integrity throughout the Graduate School of Business. The Honor System relies upon The University of Texas Student Standards of Conduct (Chapter 11 of the Institutional Rules on Student Service and Activities) for enforcement, but promotes ideals that are higher than merely enforceable standards. Every student is responsible for understanding and abiding by the provisions of the Honor System and the University of Texas Student Standards of Conduct. The University expects all students to obey the law, show respect for other members of the university community, perform contractual obligations, maintain absolute integrity and the highest standard of individual honor in scholastic work, and observe the highest standards of conduct. Ignorance of the Honor System or The University of Texas Student Standards of Conduct is not an acceptable excuse for violations under any circumstances.

The effectiveness of the Honor System results solely from the wholehearted and uncompromising support of each member of the Graduate School of Business community. Each member must abide by the Honor System and must be intolerant of any violations. The system is only as effective as you make it.

Faculty Involvement in the Honor System

The University of Texas at Austin McCombs School of Business Faculty's commitment to the Honor System is critical to its success. It is imperative that faculty make their expectations clear to all students. They must also respond to accusations of cheating or other misconduct by students in a timely, discrete and fair manner. We urge faculty members to promote awareness of the importance of integrity through in-class discussions and assignments throughout the semester.

Expectations Under the Honor System

Standards

If a student is uncertain about the standards of conduct in a particular setting, he or she should ask the relevant faculty member for clarification to ensure his or her conduct falls within the expected scope of honor, trust and integrity as promoted by the Honor System. This applies to all tests, papers and group and individual work. Questions about appropriate behavior during the job search should be addressed to a professional member of the Career Services Office. Below are some of the specific examples of violations of the Honor System.

Lying

Lying is any deliberate attempt to deceive another by stating an untruth, or by any direct form of communication to include the telling of a partial truth. Lying includes the use or omission of any information with the intent to deceive or mislead. Examples of lying include, but are not limited to, providing a false excuse for why a test was missed or presenting false information to a recruiter.

Stealing

Stealing is wrongfully taking, obtaining, withholding, defacing or destroying any person's money, personal property, article or service, under any circumstances. Examples of stealing include, but are not limited to, removing course material from the library or hiding it from others, removing material from another person's mail folder, securing for one's self unattended items such as calculators, books, book bags or other personal property. Another form of stealing is the duplication of copyrighted material beyond the reasonable bounds of "fair use." Defacing (e.g., "marking up" or highlighting) library books is also considered stealing, because, through a willful act, the value of another's property is decreased. (See the appendix for a detailed explanation of "fair use.")

Cheating

Cheating is wrongfully and unfairly acting out of self-interest for personal gain by seeking or accepting an unauthorized advantage over one's peers. Examples include, but are not limited to, obtaining questions or answers to tests or quizzes, and getting assistance on case write-ups or other projects beyond what is authorized by the assigning instructor. It is also cheating to accept the benefit(s) of another person's theft(s) even if not actively sought. For instance, if one continues to be attentive to an overhead conversation about a test or case write-up even if initial exposure to such information was accidental and beyond the control of the student in question, one is also cheating. If a student overhears a conversation or any information that any faculty member might reasonably wish to withhold from the student, the student should inform the faculty member(s) of the information and circumstance under which it was overheard.

Actions Required for Responding to Suspected and Known Violations

As stated, everyone must abide by the Honor System and be intolerant of violations. If you suspect a violation has occurred, you should first speak to the suspected violator in an attempt to determine if an infraction has taken place. If, after doing so, you still believe that a violation has occurred, you must tell the suspected violator that he or she must report himself or herself to the course professor or Associate Dean of the Graduate School of Business. If the individual fails to report himself or herself within 48 hours, it then becomes your obligation to report the infraction to the course professor or the Associate Dean of the Graduate School of Business. Remember that although you are not required by regulation to take any action, our Honor System is only as effective as you make it. If you remain silent when you suspect or know of a violation, you are approving of such dishonorable conduct as the community standard. You are thereby precipitating a repetition of such violations.

The Honor Pledge

The University of Texas at Austin McCombs School of Business requires each enrolled student to adopt the Honor System. The Honor Pledge best describes the conduct promoted by the Honor System. It is as follows:

"I affirm that I belong to the honorable community of The University of Texas at Austin Graduate School of Business. I will not lie, cheat or steal, nor will I tolerate those who do."

"I pledge my full support to the Honor System. I agree to be bound at all times by the Honor System and understand that any violation may result in my dismissal from the Graduate School of Business."