MKT 460: Marketing Information and Analysis
Spring 2011
Professor Raghunath Singh Rao

(Current as of 01/5/2011)

Meeting Times:

Section	Day	Unique No	Time	Location
1	T TH T	04955	2.00 pm – 3.30 pm 9.00 am – 10.00 am (Lab Session)	UTC 1.116 CBA 5.325

Contact Information:

Professor: Raghunath Rao
Office Location: CBA 7.210
Office Hours: T TH (12.45 pm -1.45 pm)
Email: Raghunath.Rao@McCombs.utexas.edu
Phone: 512-232-3748

Teaching Assistant 1: Niket Jindal
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Office Location: TBA
Office Hours: TBA

Teaching Assistant 2: Joon Ro
Email: Joon.Ro@phd.mccombs.utexas.edu
Office Location: TBA
Office Hours: TBA

Course Description:

The objective of this course is to provide a fundamental understanding of marketing research methods and provide you with a comprehensive set of "toolkits" at the end of the semester. 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.

Course Material:

Course Packet (Required)
1. Boston Fights Drugs (A): HBS Case 9-588-031
2. A-Rod: Signing the Best Player in Baseball: HBS Case 9-203-047

Textbook (Optional)
Title: Marketing Research (9th Edition, 2007)
Authors: David A. Aaker, V. Kumar and George S. Day
Publisher: John Wiley and Sons, Inc.

Evaluation of Student Work:
The course will not be graded on a 'curve'. The maximum total score that you can get in this class is 100 and your grade would be based upon the following final distribution of scores:

92-100	A
90-91	A-
88-89	B+
82-87	B
80-81	B-
78-79	C+
72-77	C
70-71	C-
68-69	D+
62-67	D
60-61	D-

Below 60 = F.

The score that does not fall into the above range would be upwardly revised to get the final grade. For example, if the final score of a student is 81.22, it will be revised to 82 and the final grade will be a B.

1. Tests – 40 % (4 Tests)
Each test will cover a subsection of the course material. There will be no cumulative final examination for this course.

Exam 1: 10%
Exam 2: 10%
Exam 3: 10%
Exam 4: 10%

2. Individual Assignments – 30% (5 Assignments)
The only way to really learn the material covered in the class is though 'do-it yourself" approach. I would provide you with appropriate datasets and you would be required to apply the tools learnt in the class to analyze and understand a real business scenario.

Assignment 1: 6%
Assignment 2: 6%
Assignment 3: 6% (Based on "Boston Fights Drugs" Case)

Assignment 4: 6% (Based on "A-rod" Case)
Assignment 5: 6%

A word file of the assignment solutions is to be posted on Blackboard by the date indicated on the syllabus/assignment. You may turn in homework late. Each day that the homework is late will result in a 10% penalty. No printed copies or the emailed assignments will not be accepted. You are allowed to work in groups for discussion of individual assignments but **you must write and submit their answers individually.**

3. Team Project – 25%

This project asks you to apply the tools learnt in this class to a real business situation. Your team is required to identify a problem, and if needed, collect some information related to the problem using *an online survey (Using Qualtrics)* and perform some preliminary data analysis. You are required to submit a report for the project (with maximum of 20 pages including all appendices) and make a 25 minute presentation in the class about your problem and findings. Please discuss with me in well-advance about your proposed project. I will use peer evaluations to avoid 'free rides'.

4. Attendance – 5%

You are expected to prepare for, attend, and participate in class. Attendance will be taken at 5 random times during the semester. If you are mostly present and your class participation is satisfactory, you will receive a full score.

Other Information:

1. Course Website:

I will use Blackboard to post all relevant materials. Schedules, class notes, team projects, cases, lab sessions, and all other information will be made available at the time they are needed. Please check Blackboard regularly for updates.

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see: http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html.

2. 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.

3. Tests:

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.

Four tests will be administered during the course of the semester. You must bring a pencil and eraser to each test.

4. Class 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. **I will not email the notes to students who missed class for reasons other than bereavement, sickness, or a religious holiday.**
2. If you miss class, contact your classmates as the first source of information on material missed, announcements, etc.
3. If you miss class or a test, for a medical reason you must bring a note from the health center. If you miss class for bereavement or a religious holiday, you must inform me in advance.
4. The preferred way to contact me is to send me email.
5. 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.
6. If you plan to leave class before the end of the session, please inform me.
7. Do not engage in personal conversations during class. Do not use your cell phones for personal conversations or text messaging.
8. Pay attention in class and take notes. Do not use class time to complete (or copy) homework or to complete work for another class.
9. 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.

Scholastic Dishonesty

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.

10. **Use of laptops is strictly prohibited during the class hours.**

MKT 460 Class Schedule
Spring 2011

(Current as of: 01/5/2011: Subject to minor changes)

Instructor: Professor Raghunath Rao

Month	Day	Date	Topic	Remarks
JAN	T	18	Introduction	
	TH	20	Marketing Research Process	
	T	25	Types of Data	
	TH	27	Basic Data Analysis	Assignment 1 given
FEB	T	1	**Modlab 1: Basic Data Analysis using MS Excel**	
	T	1	Hypothesis Testing 1	Names of the team members due
	TH	3	Hypothesis Testing 2	**Assignment 1 due**
	T	8	**Exam 1**	
	TH	10	Sampling 1	
	T	15	**Modlab 2: Hypothesis Testing**	
	T	15	Sampling 2	
	TH	17	Survey Methods 1	
	T	22	**Modlab 3: Online Surveys**	
	T	22	Survey Methods 2	
	TH	24	**Exam 2**	
MAR	T	1	Causal Research	
	TH	3	Correlation and Regression 1	
	T	8	**Modlab 4: Regression Analysis**	
	T	8	Correlation and Regression 2	Assignment 2 given
	TH	10	Correlation and Regression 3	
	T	15	*Spring Break- No Class*	
	TH	17	*Spring Break- No Class*	
	T	22		**Assignment 2 due**
	T	22	Exploratory and Qualitative Research	Assignment 3 given (“Boston Fights Drugs)
	TH	24	Focus Group Research: Discussion of “Boston Fights Drugs”	**Assignment 3 due**
	T	29	Additional Topics1	
	TH	31	Additional Topics 2	Assignment 4

				given (“A-rod”)
April	T	5	**Modlab 5: Additional Topic**	
	T	5	**Exam 3**	
	TH	7	Conjoint Analysis 1	**Assignment 4 due (A-rod)**
	T	12	Conjoint Analysis 2	Assignment 5 given
	TH	14	Project Progress Review	
	T	19	**Modlab 6: Conjoint Analysis**	
	T	19	Additional Topics 3	**Assignment 5 due**
	TH	21	Presentations 1	
	T	26	Presentations 2	
	TH	28	Presentations 3	**Project Report Due**
MAY	T	3	Wrap up	
	TH	5	**Exam 4**	