MKT 460 Marketing Information and Analysis

1 Course Overview

This is a required course for marketing students in the undergraduate business program at the McCombs School of Business. 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 and principles 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 gain a competitive advantage in the business world. The specific objectives of the course are:

- To understand why marketing problems require information and how this information is obtained and delivered.
- To learn how to set up a research design.
- To know and understand the different methods of data collection.
- To know and understand the different methods of data analysis.
- To train you to apply methods of data collection and analysis to solve marketing problems.
- To train you to analyze real life marketing problems.
- To improve your business writing and presentation skills.
- To gain more experience working in teams.

2 Meeting Times

Section	Class Time	Class Location	Lab Session Time	Lab Location
05070	TTh 2:00-3:15 pm	UTC 1.116	Th 9:00-10:00 am	CBA 5.325
05075	TTh 3:3-4:45 pm	UTC 1.116	Th 10:00-11:00 am	CBA 5.325

3 Contact Information

Professor

Jason Duan

Office: CBA 7.250
Office hours: Tuesday and Thursday 3:30-4:30 pm or by appointment
Email: duanj@mccombs.utexas.edu

Teaching Assistants

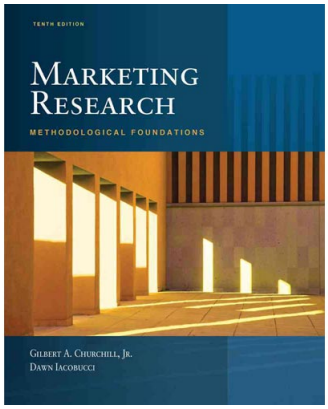
TBA

Office: TBA
Office hours: TBA
Email: TBA

4 Prerequisites

Admission to a Business major or credits for MKT 337 and STA 309.

5 Textbook



Dawn Iacobucci and Gilbert A. Churchill, *Marketing Research: Methodological Foundations*, 10th Edition, South-Western Cengage Learning, ISBN 13: 978-0-324-35995-4, ISBN 10: 0-324-35995-0.

6 Class Format and Policies

To achieve the course objectives a combination of lectures, cases, lab sessions, assignments, exams and a final group project will be used.

- Class lectures are designed to teach you the methodological aspects of the market research process. Additionally, you will be asked to read cases 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 applying the methods 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 lab schedule. Reminders of Mod Lab meetings will be announced in class.

- A series of assignments 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 a team 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 three members.

- Three in-class exams will be administered during the course of the semester. The exams consist of mainly short answer questions, many of which will involve numbers and calculation. So please bring a calculator to the exams. Calculator applications on a cell phone or tablet computer are not allowed. Attendance is mandatory for all tests. If, for valid reasons, you cannot attend the test, you must inform me in advance. Valid reasons include illness, personal bereavement, religious holiday, and travel for a school authorized activity.

- The final exam (in the week of university final exams) is optional and serves as a make-up exam for one of the in-class exams. See the following section for details.

7 Mod Lab Assignments and Course Project

7.1 Mod Lab Assignments

The best way to master the marketing research techniques covered in the class is by exercises. You will be given 6 to 8 lab assignments, which can be completed during mod lab sessions or as homework assignments. Appropriate datasets will be provided with every assignment and you will be required to apply the methods learned in the class to understand a real business scenario, analyze data, interpret results and make managerial conclusions.

Mod lab assignments are to be completed by students independently, which means every student must submit a word or pdf (if you prefer to use a LaTex based type-setting system) file of the assignment solutions by emailing to the teaching assistant or using the Blackboard system by the assignment due time. Though you may discuss your solutions with your fellow students or the teaching assistants, you must submit independent assignment solutions. Copying other students' solutions will be treated as cheating and plagiarism.

The lab assignment will given on Tuesday in the week when there is a lab session (please see 10.2 Lab Schedule). The due date for a lab assignment will usually be Tuesday or

Thurdays in the following week by midnight, depending on the workload and difficulty of the assignment. The due date will be specified when the assignment is given. You may turn in your solutions early or late. The time stamp of the file you submit by email or Blackboard will determine whether it is turned in before or after the due time. Each day that the assignment is late results in a 25% penalty.

7.2 Course Project

The course project helps you learn to apply the methods and principles taught in this class to a real business situation. The course project is a team project, which will be completed by a team of two or three students in the same class. You must form a team with your fellow students by Thursday, October 18th, when we have the course project overview in that class. Your team is required to identify a problem, and if needed, collect some data related to the problem using an online survey (for example, Qualtrics) and perform some data analysis. Your team is required to submit a final report for the project (with maximum of 10 pages including all figures and tables) and make a 15 minute presentation in the last two classes on your project and results. Please discuss with me in well-advance about your proposed project.

8 Exams and Grading

8.1 In-Class Exams

Students will be evaluated on the basis of three exams, each of which covers approximately one-third of the course material. Exam format will be objective, testing a combination of methods and applications of marketing research. In addition, there will be a *comprehensive* final examination given during the university final examination period. The final exam is optional. It may be used to replace the lowest of the three in-class examination grades (if doing so would improve a student's average). It may also be used to substitute for an in-class examination that has been missed because of illness or any other reason. (Please note: no make-up exams can be provided for in-class exams. If you missed one exam for any reason, the optional final examination will in such instances be substituted for a missed in-class exam).

Explicit weights:

Exams	One	Two	Three	Total	Optional Final
Weight	1/3	1/3	1/3	1	1/3 (replace lowest grade)

Each of the three exams given during the semester will consist of short answer questions and some multiple choice questions. You will have the opportunity to take an optional comprehensive final.You cannot lower your grade by taking the final.

There will be NO MAKE-UP EXAMS. If you miss a scheduled exam for any reason, you can take the optional final to substitute for that missed exam. If you should find that you will have to miss more than one of the scheduled exams, you should drop this course. There will be no way for you to make up for more than one missed exam.

You must bring a photo ID to the tests. You MAY NOT use any books, notes, or electronic devices other than calculators during the tests. Turn off your cell phone. Ball caps must be removed or have bills turned to the back of your head. If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the test.

Grades will be posted on Blackboard (http://courses.utexas.edu) by 5 pm on the Sunday following the test.

The three exams will be given in class on the following dates: Thursday, September 27th, Thursday, October 25th and Thursday, November 29th. Please arrive 5 minutes earlier for the test so that there is time to check your ID before you enter the test room.

8.2 Class Participation and Pop Quizzes

In order to track your class participation and progress, 6 short (10 minutes long, 5-10 questions) and simple pop quizzes will be administered in 6 randomly selected classes. A quiz will only be given in a week when there is not an exam. The quiz will only cover the discussions in that particular class. You should be able to easily answer the quiz questions if you have been attentive in class. However, if you have not been present in the entire class, you are not likely to know the answers to the questions in the quiz. The lowest quiz grade will be dropped. That is, only the top 5 out of the 6 quiz grades will be counted towards the final grade. A quiz will not be announced before the class but will be announced on the Blackboard system after the class. So if you happen to have missed one quiz (the grade will be 0 for that quiz), be sure to come to all the remaining classes lest you might miss another quiz.

8.3 Final Grade

Your final grade will be evaluated on the basis of the 3 top grades of the 4 (3 in-class and one final) exams, 5 top grades of the 6 quizzes, 8 mod lab assignments and the final project. The average of the three top exam scores will constitute 60% of your final grade, mod lab assignments 15%, pop quizzes 5% and your final project makes up the remaining 20%. No other "points" can be given at the end of the semester.

The final grade will not be "curved". Grading will be based on "cut-offs" of: **91-100 = A, 89-91 = A-, 87-89 = B+, 81-87 = B, 79-81 = B-, 77-79 = C+, 71-77 = C, 69-71 = C-, 67-69 = D+, 60-67 = D**, below **60 = F**. If you final average happens to be exactly at a cut-off point, you will receive the higher grade. Please spare us both the time and do not ask for special consideration.

9 Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. Please also contact me early in the semester regarding any special assistance I may provide.

10 Class and Lab Schedule (subject to change)

10.1 Class Schedule

Week	Date	Day	Class	Topics	Readings
1	29-Aug	Thu	1	Course overview	
2	03-Sep	Tue	2	Marketing research process	Chapter 2 & 3
	05-Sep	Thu	3	Basic data analysis I	Chapters 14 & 15
3	10-Sep	Tue	4	Basic data analysis II	Chapter 14 & 15
	12-Sep	Thu	5	Hypothesis testing I	Chapter 16
4	17-Sep	Tue	6	Hypothesis testing II	Chapter 16
	19-Sep	Thu	7	Simple regression I	Chapter 17
5	24-Sep	Tue	8	Simple regression II	Chapter 17
	26-Sep	Thu	9	Multiple regression I	Chapter 17
6	01-Oct	Tue	10	Exam One	
	03-Oct	Thu	11	Multiple regression II	Chapter 17
7	08-Oct	Tue	12	Multiple regression III	Chapter 17
	10-Oct	Thu	13	Causal design I	Chapter 6
8	15-Oct	Tue	14	Causal design II	Chapter 6
	17-Oct	Thu	15	Course project overview	
9	22-Oct	Tue	16	Exploratory research	Chapters 4 & 5
	24-Oct	Thu	17	Data collection	Chapter 7 & 8
10	29-Oct	Tue	18	Exam Two	
	31-Oct	Thu	19	Questionnaires	Chapter 9
11	05-Nov	Tue	20	Attitude Measurement	Chapter 10
	07-Nov	Thu	21	Sampling I	Chapter 12
12	12-Nov	Tue	21	Sampling II	Chapter 13
	14-Nov	Thu	22	Conjoint analysis I	Chapter 17
13	19-Nov	Tue	23	Conjoint analysis II	Chapter 17
	21-Nov	Thu		Exam Three	
14	26-Nov	Tue	24	Course project preparation	
	28-Nov	Thu	25	Thanksgiving - no class	
15	03-Dec	Tue	26	Course project presentations I	
	05-Dec	Thu	27	Course project presentations II	

10.2 Lab Schedule

Week	Date	Day	Topics
3	12-Sep	Thu	Pivot tables and cross-tabulation
4	19-Sep	Thu	Hypothesis testing
6	03-Oct	Thu	Regression analysis
8	17-Oct	Thu	Experimental design
10	31-Oct	Thu	Online surveys in Qualtrics
11	07-Nov	Thu	Random and stratified sampling
12	14-Nov	Thu	Conjoint analysis