



**MKT 460: Marketing Information and Analysis
Spring 2013**

Meeting Times:

Day	Unique No.	Time	Location
M W M	05200	3.30 pm – 5.00 pm 11.00 am – 12.00 noon (Lab)	UTC 1.116 CBA 5.325

Contact Information:

Instructor: Prof. Raghunath Rao
 Office Location: CBA 7.210
 Office Hours: M W (9.00 am -10.00 pm)
 Email: Raghunath.Rao@McCombs.utexas.edu
 Phone: 512-232-3748

Teaching Assistant 1: Richard Schaefer
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 Office Location: 5.324 E
 Office Hours: Th (3.00 pm to 4.00 pm)

Teaching Assistant 2: Joon Ro
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 Office Location: 5.334 T
 Office Hours: M (1.00 pm to 2.00 pm)

Course Synopsis:

The objective of this course is to provide a fundamental understanding of marketing research methods and provide you with a comprehensive “toolkit” that could be used to understand and analyze data across many different domains. 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 research process. This course will guide you through these steps and develop the tools and skills necessary for analysis in marketing decision-

making through lectures, discussions, data-driven assignments and case studies. A detailed course calendar will be provided to students during the first week of the classes.

Course Material:

Textbook (Optional)

Title: Marketing Research (10th Edition, 2009)

Authors: Aaker, Kumar, Day and Leone

Publisher: John Wiley and Sons, Inc.

Course Packet (Required) : The details of the course packet will be provided during the first week of the classes

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 through ‘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%

Assignment 4: 6%

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, 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 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. You are welcome to send me email. **If I have addressed the question or issue in class, I will not respond to your 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.

Academic 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 and/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 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 Associate Dean for Undergraduate Program Office.

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

11. Quantitative Reasoning

This course carries the *Quantitative Reasoning flag*. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.