

Marketing Research 300.04

FALL 2016

Instructor: Professor Sherry Ritchey

Office Location: Stern 004

Office Hours: Wednesday 12:30 pm-3:00 pm, Thursday 10:00 am-1:00 pm or by appointment

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Research is an integral part of our decision-making. Good research determines the success or failure of products and companies and plays a critical part in development of and implementation of life-saving and work-saving initiatives. At the end of the course you will understand the various methodologies of marketing research from a qualitative and quantitative perspective and will have experienced the work, ethics, challenges, creativity, and managerial aspects of research along with a connection to sustainability and corporate social responsibility. So, welcome to the class!

Textbook:

Essentials of Marketing Research, from McGraw Hill (Joseph F. Hair, Mary Wolfenbarger Celsi, David J. Ortinau, and Robert P. Bush). ISBN 978-0-07-802881-6.

News: Look for results of studies in New York Times and Wall Street Journal.

Library Research Contact:

For research help on your projects, please contact:

Anna Kozłowska

Liaison Librarian

Email: kozlowsa@dickinson.edu

COURSE DESCRIPTION:

INBM – 300.04

The course is designed to provide you with critical insights into the marketing research process and its critical role in facilitating strategic marketing decisions. Special emphasis is placed on survey design and data analysis from a user's perspective. Students will have hands-on experience of conducting and evaluating a survey study. Specifically, you will learn the following aspects of marketing research: how to define and clarify the problems to be investigated, how to identify and use relevant information sources, how to design the questionnaire, how to collect and

analyze the data, how to interpret and present the findings, and how to derive actionable marketing strategies based on the findings. Students need to have both basic statistical training and marketing background to be qualified for enrollment in this course.

COURSE PURPOSE:

Through readings, lectures, practical application and continual review of research studies, business industry challenges and opportunities, students will be introduced to the vocabulary and principles of the marketing research world.

COURSE OBJECTIVES:

The objectives of this course are:

1. To understand the scope and focus of the marketing research industry.
2. To demonstrate how marketing research fits into the marketing planning process.
3. To create and explain a market research proposal.
4. To recognize the ethical issues associated with marketing research.
5. To identify the differences between qualitative and quantitative data.
6. To understand the processes of categorizing and coding data to develop theory.
7. To understand the role of secondary data in the research process.
8. To solve marketing problems using systematic processes.
9. To understand the various data collection methods.

COURSE EXPECTATIONS:

Class Participation:

Class participation is critical to a learning environment. Be prepared for each class and be a willing participant. A lively discussion promotes understanding and encourages engagement. To be present and vocal are good attributes when in a business environment. Remember that ALL questions are welcomed. It has been stated that for every question asked in a meeting or classroom, the majority of others present were thinking it but did not have the courage to verbalize it. So kudos to all you questioners—you will learn much and in the process open the door for others to follow where you lead.

Attendance:

Students are expected to arrive on time. Attendance will be taken at each class and students will be expected to attend each class. However, you will have two excused absences to be used at your discretion. Your presence is required and will be included in your grade (50 points). Although we are using a text, discussion could come up in class that may be reflected on a test. Students missing a class are required to ask to borrow a classmate's notes and ask the classmate if any assignments were given. In a business setting you would notify those to whom you report when you will be absent. Please afford me the same courtesy.

Papers:

Class will require three papers at various stages of study. Please refer to the “Paper” in the syllabus for when they will be due.

All hand-in writing assignments will be double-spaced, no more than five pages, **and** cited. These are assigned so I know if you understand the material. You may hand them in either in class prior to class beginning or post them on Moodle. If you post them on Moodle, they must be posted prior to class time on the date they are due. If they are not received at the time they are due, points will be deducted.

Class Cancellation Policy:

In case of class cancellation by the instructor due to weather or other conditions, the class will be notified by email at least one hour prior to the start of class.

Exams and Final Exam Policy

There will be four exams, three projects with a paper due on each, and a final exam. The final exam will be a take home exam. Please note below the point values for each. In addition, you will be given a 10-point exam consisting of 4 multiple choices and one essay question on Chapter 1. These 10 points will be bonus points you may use toward your total point value. The reasoning behind the 10 bonus points is two-fold: for you to experience how I test and to see if you have read Chapter 1.

Procedures for Student Evaluation:

Grades will be assigned according to total points obtained on four unit examinations, project assignments, hand-in assignments, class participation, and attendance.

Exams – 100 points each (4 exams) 40% of grade

Final Exam—100 points 10% of grade

Team Projects—350 points total (3 projects) 20% of grade

Project 1, Paper 1: 125 points (This project satisfies Sustainability (SCON))

Project 2, Paper 2: 125 points

Project 3, Paper 3: 100 points

Attendance—50 points 5% of grade

Class Participation—100 points 10% of grade

93-100 points—A; 90-92 points A-; 87-89 points—B+; 83-86 points—B; 80-82 points—B-; 77-79 points—C+; 73-76 points—C; 70-72 points—C-; 67-69 points—D+; 63-66 points—D; 60-62 points D-; 59 points and below F.

Academic Dishonesty

Academic dishonesty includes plagiarism, cheating on assignments or exams, submission of the same (or substantially the same) paper in more than one course without the prior consent of all instructors concerned, depriving others of necessary academic sources, and sabotaging another student's work. Any act which involves misrepresentation of the student's academic work or that abridges the rights of others to fair academic competition is forbidden. The Dickinson College Student Code of Conduct includes a description of measures that will be taken in cases of academic dishonesty.

I do check for plagiarism, so if you copy or recap something from a website (including Wikipedia) or from a book or magazine without citations give credit where credit is due. Remember, all I have to do is Google the sentence or paragraph. It is far better to give authors their due. You should also know that the determination of plagiarism on your part is not my decision. If I suspect it, I am obligated to submit it to the school administration. If you have a question or concern about citing something, feel free to see me BEFORE you turn in your assignment for a grade.

Please hand in your own work. The purpose of home assignments and/or exams is for you to learn. You may find that studying together and quizzing each other helps, but I expect you to do your own analysis and thinking. Presentations are, of course, a group affair.

Americans with Disabilities Act:

Dickinson College makes reasonable academic accommodations for students with documented disabilities. Students requesting accommodations must make their request and provide appropriate documentation to the Office of Disability Services (ODS) in Dana Hall, Suite 106. Because classes change every semester, eligible students must obtain a new accommodation letter from Director Marni Jones every semester and review this letter with their professors so the accommodations can be implemented.

The Director of ODS is available by appointment to answer questions and discuss any implementation issues you may have. ODS proctoring is managed by Susan Frommer (717-254-8107 or proctoring@dickinson.edu). Address general inquiries to 717-245-1734 or e-mail disabilityservices@dickinson.edu. For more information, go to www.dickinson.edu/ODS."

Classroom Recording:

This class, including lectures, classroom discussions and laboratory sessions, may be audio recorded as an accommodation granted by the Office of Disability Services (ODS). If this is the case, the course instructor will inform all members of the class. The course instructor may, for pedagogical and/or assessment purposes, require that you be audio or video recorded during specific course activities. If such activities are a part of this course, this syllabus will indicate the purposes for recording, when recording will occur, how recordings will be used and how long they will be retained. In addition, the instructor will clearly announce to all participants when the recording is starting and when it ends. Audio or video recording of any lecture, classroom discussion, or laboratory session in this course other than for the above purposes is strictly prohibited and may be a violation of Pennsylvania's Wiretapping and Electronic Surveillance law (18 Pa. C.S. Section 5701 et seq).

Assignments:

All assignments are due on the day listed on the syllabus prior to class. You are required to upload them to Moodle unless you prefer to hand me a hard copy. If you hand me a hard copy, it must be handed in prior to class beginning. Points will be deducted for late assignments.

The schedule below is subject to change. Changes may occur due to speaker involvement, additional readings, and good discussions that carry over. It is your responsibility to check for an updated version of this schedule on Moodle.

2016 DATES	ASSIGNMENT
August 30	Intro, Expectations, Projects. Chapter 1: Marketing Research for Managerial Decision Making Discussion on who makes the decisions. Intro to Santa Fe Grill.
September 1	Completion of Chapter 1. Begin creation of Intercept study and write proposal for Heart and Soul. Lindsay Varner from Greater Carlisle Project
September 5	Chapter 8: Designing the Questionnaire Bonus Quiz
September 8	Practice for Intercept study September 10
September 10	Intercepts fielded for Heart and Soul
September 12	Recap of Intercept study. Chapter 2: The Marketing Research Process and Proposals Santa Fe Grill
September 15	Chapter 2: cont'd Write marketing research proposal for Dickinson Alumni study; design screener, develop questionnaire. Schedule Alumni for screening. Begin analysis of Heart and Soul.
September 19	Chapter 3: Secondary Data, Literature, Reviews, and Hypothesis Chapter 4: Exploratory and Observational Research Designs and Data Collection Approaches.
September 22	Continue on Project 2: Focus group study: review screener and screen participants, develop moderator's guide. Exam 1, Chapters 1-3
September 26 Paper 1 due prior to class start	Conduct mock moderating. Paper 1 due 5 pages
September 29	Guest Speaker: Glenn Kessler, President HCD Research to speak on Neuromarketing
October 1	Bartlett Office. 9:00 am-10:30 am and 10:30 am to Noon
October 6	Chapter 5: Descriptive and Causal Research Designs Review status of analysis for Heart and Soul and begin analysis on Focus Group study.
October 10	Chapter 6: Sampling: Theory and methods Exam 2, Chapters 4 and 5

2016 DATES	ASSIGNMENT
October 13	Chapter 7: Measurement and Scaling Santa Fe Grill
FALL PAUSE 5 PM OCTOBER 14 THROUGH 8 AM OCTOBER 19—ENJOY AND BE SAFE!	
October 20	Chapter 9: Qualitative Data Analysis Santa Fe Grill
October 24	Tony May, Triad Strategies, Guest Speaker
October 27 Paper 2 due prior to class start	Finalize analysis for Heart and Soul Project and review status on analysis for Alumni Project. Paper 2 due 5 pages
October 31	Chapter 10: Preparing Data for Quantitative Analysis
November 3	Guest Speaker Korey Paul
November 7	Exam 3, Chapters 6, 7, 8, 9
November 10	Chapter 11: Basic Data Analysis for Quantitative Research Chapter 12: Examining Relationships in Quantitative Research
November 14	Chapter 13: Communicating Marketing Research Findings Storytelling
November 17	Chapter 13: cont'd Exam 4, Chapter 12 and 13 (No exam on Chapters 10 and 11)
November 21	Read the article on “The Economic Value When Healthcare Wayfinding Becomes CareFinding” on Moodle. Discussion and Analysis.
THANKSGIVING VACATION BEGINS 5 PM NOVEMBER 22 THROUGH 8 AM NOVEMBER 28—ENJOY AND BE SAFE!	
November 28 Paper 3 due prior to class start	Paper 3 Due 5 pages Presentations
December 1	Presentations
December 5	Presentations
December 8	Trends, Early Adopters, Problems in Marketing Research
December 16	Take home Final Exam due by 2 pm on this date