



Marketing Research (MKT 710)

Professor: Neeraj Arora
Office: Grainger 4191
Office Hours: By appointment
Class room: Grainger 2335, Tuesday 2:25-5:25

e-mail: narora@bus.wisc.edu
Phone: 608-262-1990
Pre-requisite: Marketing 700
<http://courses.bus.wisc.edu/>

Course Introduction

The purpose of marketing research is to provide information to make better business decisions. In this course you will be introduced to different stages of the marketing research process. The course will provide you with the necessary knowledge base and tools to (a) conduct basic marketing research and (b) become a thoughtful consumer of marketing research. My goal is to assist you in developing a mindset that continually relies on information based decisions. We will focus on qualitative and quantitative aspects of marketing research as it relates to business problems such as market segmentation, assessing demand and new product design.

Objectives

- Understand different stages of the marketing research process.
- Become familiar with research terminology and methodology.
- Develop analytical skills for effective marketing research.
- Learn how marketing research impacts business decisions.

Required course materials

- **CP:** Course packet available at the Copy Center
- **IC:** Marketing Research: Methodological Foundations, 10th edition, Dawn Iacobucci and Gilbert A. Churchill. Jr. (2010)

Teaching Philosophy

- A combination of lectures, exams and case discussions will be used to achieve the objectives of this course.
- The focus will be on understanding and applying key marketing research concepts. A semester long group project will provide the necessary platform to apply theory to practice.
- This course is expected to provide an interactive learning experience for students. Class participation is a key component of the course.

Expectations

As future business leaders, I expect your conduct and level of dedication to reflect that aspiration. Treat the classroom as a workplace. Be professional. For example, be in class on time and treat your classmates with respect. Do not indulge in activities inappropriate for a workplace and take pride in your work. If you have to miss a class because of an unusual circumstance, please let me know ahead of time.

Your insights, questions, and participation are an essential element of learning. Attend class prepared and ready to learn, and I will do my part to create an engaging learning environment.

Group assignments should be a team effort wherein all parties participate, whereas individual assignments should reflect your own work. I will adhere to university policy regarding academic misconduct (<http://www.wisc.edu/students/saja/misconduct/misconduct.html>) in this regard.

Performance Evaluation

Your course performance will be assessed based on: 1) exams, 2) a group project and 3) class participation. The point breakdown of the assessment components are shown below.

Mid-term and final exam	50%
Group project	40%
GP1	10%
GP2	10%
Presentation	20%
Class Participation	10%

Group project: Early in the semester you will be assigned a product category and a brand. The project requires you to conduct an in-depth analysis of data relevant to your category across time, regions and distribution channels. You will rely on store level scanner and individual level panel data. You are then asked to make specific short and long-term recommendations for your brand. During the semester, you will prepare two write-ups covering different aspects of the group project. The two write-ups are marked GP1 and GP2 on the course schedule and are due on the noted dates. The grade for the project is based upon your group's class presentation and GP1 and GP2.

Exams: Twice during the semester there will be exams covering material from the lectures, readings, class discussions and guest speaker presentations. The exams test your understanding of key concepts of marketing research. You should expect 10-15 short answer questions in each exam. Please bring a calculator. I will provide any statistical formulae that you may need.

Class Participation: To a large extent, learning in this class is related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. To make the

learning process beneficial and enjoyable for both you and me, you are expected to contribute to class discussions. This includes preparation for class by reading the assigned chapters and cases, and presenting your opinions or summaries of material covered in class. The basis for class participation is quality, not quantity. Attendance is a necessary but not sufficient condition for participation. If you do not actively participate, you will receive a low participation grade even if you attend every class. Attendance is mandatory for guest speaker lectures, and for all project presentations.

Website

Please check the course website for updates. You will be asked to download data and class exercises from the website. I may post additional readings on the website during the semester.

Feedback

Your feedback is important for the success of this course. Please feel free to stop by my office, call, drop a note or send an email to share your views with me.

Peer evaluation

At the end of the semester, your contribution to the project will be evaluated by your group members. You will be asked to evaluate the contribution of your group members (including yourself) on a 0-100 scale. Your final grade on the project will reflect your evaluation by the group members. A copy of the peer evaluation form has been appended to this document.

Academic Integrity:

Violations of the code of academic integrity will not be tolerated. A copy of the Honor Code has been appended to this document for your review. I am more than willing to help you if you are having difficulties with the course material. Anyone who violates the Honor Code will be disciplined according to university policy, which could result in expulsion from the school. To emphasize the importance I place on academic integrity, on each submitted assignment you will be required to include and sign the following statement: *On my honor, I have neither given nor received unauthorized aid in completing this academic work.*

WEEK/DATE		TOPIC	READ/PREPARE (CP: Course packet, IC: Iacobucci and Churchill book)	DUE
1	9/6	Why marketing research?	CP: The Consumer's Voice (BCG report)	
		Marketing research process, Problem definition	CP: 'Backward' Market Research IC: Chapter 1-3	
2	9/13	Research design, Exploratory research	IC: Chapter 4	
		Boston Fights Drugs case discussion	CP: Boston Fights Drugs case	
3	9/20	Social media research	CP: Web-Tracking Research Emerging from Surveys' Shadow; Bazaar; Market Research 3.0	
		Descriptive Research, Secondary data	IC: Chapter 5	
4	9/27	Syndicated data: Store level		GP1
		Data handoff—Nielsen project		
5	10/4	Syndicated data: Panel	IC: Chapter 7	
		Using Excel to analyze data		
6	10/11	Surveys, Measurement	IC: Chapter 8	GP2
		Sampling basics	IC: Chapter 11	
7	10/18	Sampling statistics	IC: Chapter 12, 13	
		Causal research		
8	10/25	Mid-term exam		
		Experimental Research and Behavioral Economics	IC: Chapter 6 CP: What really affects behavior?	
9	11/1	Data analysis using SPSS	IC: Chapter 14, 15	
		Hands-on data analysis		
10	11/8	How to present your analysis?		
		Hypothesis Testing	IC: Chapter 16	
11	11/15	Presentations (Nielsen project)		
12	11/22	Hands-on hypothesis testing		
		Regression analysis	IC: Chapter 17	
13	11/29	Conjoint analysis		
		Market segmentation tools	Daimler Chrysler mini-case	
14	12/6	<i>Guest: Bryan Vaughn (McNeil)</i>		
15	12/13	Final exam Course wrap-up		



MBA Academic Integrity Policy Honor Code

- ***Discrimination***

I understand that it is the policy of the University of Wisconsin-Madison to not discriminate on any grounds, and especially not on the basis of gender, race, color, religion, national or ethnic origin, disability, or sexual orientation. I support this policy and will not tolerate any deviations from it in the classroom. If I feel that some form of discrimination has been directed toward me or another during class time, it is my right to contact the Honor Board (*or Dean*) immediately.

- ***Plagiarism***

I understand that plagiarism is a major offense at this University and that it is my duty to understand what plagiarism is and actively seek out advice when I have a question about my work. Plagiarism is defined by this University as:

“Plagiarism means presenting the words or ideas of others without giving credit. I should know the principles of plagiarism and the correct rules for citing sources. In general, if my [work] implies that I am the originator of words or ideas, they must in fact be my own.

[Specifically], if I use someone else’s exact words, they should be enclosed in quotation marks with the exact source listed. I may put someone else’s idea in my own words as long as I indicate whose idea it was.

If I am unsure about the proper ways to give credit to sources, I may ask my instructor or consult the Writing Center at 6171 Helen C. White Hall (phone: 608/263-1992, e-mail: writing@wisc.edu) for a copy of their handout "Quoting, Paraphrasing and Acknowledging Sources." Excerpt taken from <http://www.wisc.edu/students/conduct/uws14.htm>.

- ***Exams***

I understand that all exams whether in-class or take-home are strictly individual efforts. I will not communicate with any student regarding any aspect of the exam such as, content, coverage, etc., until all students have taken the exam. Moreover, I will be certain that anyone with whom I discuss the examination has previously handed in their examination.

- ***Individual Homework***

I understand that homework that is not handed in for a grade may be discussed with the professor and other students; indeed, I am encouraged to do so. However, individual homework assignments that are to be handed in for a grade may not be discussed with students or others outside the class, such as other faculty members, alumni, etc., unless specified by the instructor. Note that similar or identical homework may have been assigned in previous semesters; I may NOT access solutions from any source for those previous semesters. Difficulties with, or questions regarding, graded and ungraded work may always be directed to the instructor of the class.

- ***Group Work***

Basic Rules: I understand that group work must be done solely within the group and when required I must hand in a single set of answers for my group. I must contribute equitably in the assignment's/case preparation if I am to take full credit for it. This does not mean that my ideas must be included. It means that I should make a significant contribution to the overall process. If that did not happen for some individual, I can include in my report an estimate of that person's contribution relative to others in my group.

On Consulting with Others: I may not discuss the group work with anyone outside my group, with the exception of my professor or TA. That necessarily means that I will have no discussions with other groups, with those in other cohorts, or with anyone who may have previously studied the case. The only exception may be if my professor allows cross-group discussion as part of an assignment. Even in this case, however, I am obligated to be sure my work is not too similar to another group's work in its completed version.

Using Sources: The set of materials to be used in completing the group work will be clearly defined by the professor; under no circumstances am I to use sources outside the allowed set. This may include company or knowledgeable sources interviews or library/online searches. All sources, whether written, oral, or online, must be cited properly.

Note on the Internet: I understand that unless explicitly instructed, the use of any internet materials to complete an exam, homework or group work, not explicitly assigned to the class are strictly prohibited.

- ***Cases and Case Discussions:***

I understand that case write-ups are to be done individually, or within your assigned group, as your professor/instructor designates. In addition, *case discussions conducted in class* are to be done within my section or cohort unaided by alumni, 2nd year students or students in other sections/cohorts who have already reviewed the case. Discussing the analyses, arguments, logic, etc. that go into the case compromises the equitable distribution of class participation and more importantly, undermines the learning process. Thus, since the path taken to arrive at an answer is as important as the answer itself, it is critical that case discussions are a product of my own thinking.

- ***If you are unsure about a rule or policy:***

Finally and very importantly, I recognize that the principle ingredient in the successful operations of the honor code is good faith among all parties. From time to time, situations will arise in which the application of the honor code is unclear. In such cases, it is important that I contact my Professor/instructor immediately for clarification.

**Wisconsin School of Business
Wisconsin MBA
Peer Evaluation Form**

Class: _____

Project: _____

Your name: _____

Peer evaluations are used in order to ensure a fair distribution of the overall project grade. By filling out this form you are providing your estimate of each group member's (including your own) overall contribution to the project. In rating your group members you should consider all aspects of their work, including but not limited to, organization, creativity, preparation, quality and quantity of work, cooperation. ***All evaluations are completely confidential.*** Please evaluate each group member's effort using a percentage (0% to 100%), where 100% represents full effort. An individual's peer evaluation score will be the average score from his/her group members. The individual peer evaluation score will determine the fraction of the project grade that an individual will receive. For example, if a group receives 80 points for their project and your average peer evaluation score is 75%, you will receive 60 points on the project. **All peer evaluations must provide a justification/explanation for the contributions given.**

Name	% Contribution (0-100)	Justification/Explanation
(me)		

Signature: _____ (Sign or Type) Date: _____