# Class Schedule and Due Dates

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<table>
<thead>
<tr>
<th>Sessions</th>
<th>Topics</th>
<th>Readings*</th>
<th>Items Due</th>
</tr>
</thead>
</table>
| **Week 1A**<br>Mon Sep 24 | Introduction to Marketing Research | - | - Groups, contact persons, and project preferences (in class 1A)  
- Client Update 1: Schedule kickoff call with mentor and client to take place ASAP this week; Then start scheduling qualitative interviews |
| **Week 1B**<br>Thu Sep 27 | Initiating the Research Process Research Designs | - Backward Market Research (Study.net) | - Individual Assignment 1: Eclipse Case (Canvas by 10am)  
- Group Deliverable 1A: Statement of Research Objectives and Qualitative Research Plans (Canvas by 7pm) |
| **Week 2A**<br>Mon Oct 1 | Guest Speaker: Qualitative Research | - When Good Research Goes Bad (Course Reserves)  
- P&G Checks Out Real Life (Course Reserves) | - Client Update 2: Follow-up on exploratory research plan with client |
| **Week 2B**<br>Thu Oct 4 | Research Designs (cont’d) Eclipse Case | - Eclipse Case (Study.net) | - Group Deliverable 2: Survey Design Report (Canvas by 7pm)  
- Sign-up for survey design meetings with prof (Canvas by 7pm) |
| **Week 3A**<br>Mon Oct 8 | Measurement | - Grab and Go Case (Study.net)  
- Consulting the Oracle (Course Reserves) | - | |
| **Week 3B**<br>Thu Oct 11 | Questionnaire Design | - Save the Survey Case (Study.net) | - VALS survey (Canvas by 7pm) |
| **Week 4A**<br>Mon Oct 15 | Regression Factor Analysis | | - Group Deliverable 1B: Exploratory Research (Canvas by 7pm) |
| **Week 4B**<br>Thu Oct 18 | Cluster Analysis and Segmentation | - Segmentation of the Games Market Using Multivariate Analysis (Course Reserves) | - Client Update 3: Brief call with mentor and client to review exploratory results and insights for the quantitative survey design |
| **Week 5A**<br>Mon Oct 22 | Cross Tabulation | - | - Individual Assignment 2 (Canvas by 7pm)  
- Extra-Credit Assignment #1: Happiness Survey (Canvas by 7pm) |
| **Week 5B**<br>Thu Oct 25 | Sampling | - Precision Parts Case (Study.net) | - Group Deliverable 3: Survey Design Report (Canvas by 7pm)  
- Sign-up for survey design meetings with prof (Canvas by 7pm) |
| **Week 6A**<br>Mon Oct 29 | Guest Speaker: Quantitative Research | - | - |
| **Week 6B**<br>Thu Nov 1 | Microvan case: Segmentation, Targeting, and Positioning | - Grosse Pointe Associates and the “Microvan” case (Study.net) | - Client Update 4: Send survey to client for review by 5pm, Thu Nov 1  
- B-School survey (Canvas by 7pm) |
| **Week 7A**<br>Mon Nov 5 | Perceptual Maps and Positioning | - Analyzing Consumer Perceptions (Study.net) | - Client Update 5: Send survey link to mentor for launch by 5pm, Tue Nov 6 |
| **Week 7B**<br>Thu Nov 8 | Causal Research | - Mining the Mind (Course Reserves)  
- Boost Your Marketing ROI (Study.net)  
- New Food Case (Study.net) | - |
| **Week 8A**<br>Mon Nov 12 | GSS and NTY Cases | - | - Individual Assignment 3 (Canvas by 10am)  
- Extra-Credit Assignment: Tulsa Case (Canvas by 7pm) |
| **Week 8B**<br>Thu Nov 15 | Conjoint Analysis and New Products/Services | - Thirty Years of Conjoint Analysis (Course Reserves) | - |
| **Week 9A**<br>Mon Nov 26 | Conjoint Analysis (cont’d) | - | - |
| **Week 9B**<br>Thu Nov 29 | Course Review | - | - Project Review and Lessons (in-class discussions led by project teams) |

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*Students must be prepared to discuss and answer questions about all cases and readings.*
**No class in week 10, but the following Group Deliverables are due:**

**Mon Dec 3:**
- Group Deliverable 3: Project Presentation Slide Deck (Email client, mentor, and professor by 5pm)

**Wed Dec 5 (8am to 6pm)**
- Client Update 6: Final Project Presentations at the Allen Center or at the Global Hub: client, mentor and professor will be present. Each team will be assigned a time slot based on client’s availability. Presentation times and locations TBA at the beginning of the quarter.

**Fri Dec 7:**
- Group Deliverable 4: Annotated Slide Deck & Final Project Materials (Canvas by 7pm) send to Prof and Client
- Group Deliverable 5: Peer Evaluations (Canvas by 7pm)