SYLLABUS

MKTG-450: Marketing Research and Analytics

*Note: This course has mandatory first class attendance.*

**Course Overview and Content**

The broad objective of this course is to provide a fundamental understanding of the marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and is thus responsible for determining the scope and direction of research conducted. In the course, we will cover different types of research designs, techniques of data collection, and data analysis. Emphasis will be on the interpretation and use of results rather than on mathematical derivations. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, in addition to developing an appreciation for the potential contributions and limitations of marketing research data.

The course is broadly structured to follow the steps in the marketing research process. The topics include problem definition, research design (exploratory, descriptive, and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. Emphasis will be given to both the qualitative and quantitative aspects of marketing research.

**Course Materials**

**Required:**
- MKTG-450 Course Packet
- Stata software – available free of charge
  
  (https://kis.kellogg.northwestern.edu/Pages/StataStatisticalPackage.aspx)

Lecture slides and additional readings: provided in class and/or on Canvas.

**Recommended:**
- Textbook: Modern Marketing Research: Concepts, Methods and Cases, by Fred M. Feinberg, Thomas C. Kinnear, and James R. Taylor (2nd Edition). This textbook is an excellent reference both for the course and for any future marketing research efforts. A reduced-price online-only version of the book is also available (http://www.cengage.com).

**Course Pre-requisites**

- MKTG-430: Marketing Management (Core course)
- DECS-434 or DECS-437 or DECS-445 or DECS-439 or IEMS-490 (Analytics core)
Grading

<table>
<thead>
<tr>
<th>Assignments and Deliverables</th>
<th>Weight</th>
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<tbody>
<tr>
<td>A. Individual Work</td>
<td>50%</td>
</tr>
<tr>
<td>Assignment 1</td>
<td>10%</td>
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<tr>
<td>Assignment 2</td>
<td>6%</td>
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<tr>
<td>Assignment 3</td>
<td>20%</td>
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<tr>
<td>Class Commitment</td>
<td>14%</td>
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<tr>
<td>B. Group Project</td>
<td>50%</td>
</tr>
<tr>
<td>Exploratory Research Report</td>
<td>10%</td>
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<tr>
<td>Survey Design</td>
<td>10%</td>
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<tr>
<td>Annotated Slide Deck &amp; Final Project Materials</td>
<td>20%</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>10%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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A. Individual Work

50% of each student’s final grade will be determined based on individual work. This work includes individual assignments as well as class commitment.

- Individual Assignments: There will be three take-home assignments that students must complete on an individual basis. I will make these assignments available through Canvas and students must submit their completed work through Canvas prior to the designated date/time. Late assignments will not be accepted. Students should submit each individual assignment as a single Microsoft Word document, unless otherwise specified.

- Class Commitment: Making positive contributions to class discussions, preparing cases properly, being able to answer questions related to assigned readings/cases, and completing class surveys will increase students’ class commitment score, while poor preparation and/or detrimental participation will decrease it. Unexplained absences and/or any violations of classroom etiquette (discussed subsequently) will reduce students’ class commitment score. Additional ways to demonstrate class commitment include emailing the professor with marketing research examples from the media and/or relevant examples from your own industry experience. **Note:** Class discussions and participation are an important part of your learning experience. Therefore, to promote in-class participation, I will use cold and warm calling throughout the quarter.

B. Group Project

This course involves a group project worth 50% of the final grade. For this project, student teams will be assigned to a project/client from a set of available projects/clients, all of which have been recruited prior to class. A description of each project/client will be made available to students prior to the first day of class. Please note: (a) restrictions on team composition are subject to change (e.g., group size, member selection), (b) all group members must be in the same section, and (c) we will try our best to accommodate preferences for team composition and/or projects, but we cannot guarantee that all students will get their exact combination of preferences.
• Group Project Deliverables: The group project requires teams to complete a series of deliverables, which will be graded (see above for grading scheme). Each project deliverable should be submitted as a single Microsoft Word document (with the exception of the final project materials). Refer to the Group Project Guidelines and Class Schedule documents for further instructions regarding formatting and due dates.

• Peer Evaluation: To ensure equity and successful teamwork, it is important that students contribute fully to their group’s efforts. The peer evaluation is used to assess this contribution and is mandatory: You will evaluate the contribution of each of your teammates (including yourself) to the quarter-long group project, and they will evaluate yours.

Adherence to Deadlines and Guidelines

In fairness to everyone in class, late submissions will not be accepted for individual assignments as well as group project deliverables. Furthermore, whenever length limits, formatting guidelines (e.g., font type, font size, and margin size) and file types (e.g., word documents) are specified for an assignment, they must be followed. Assignments that fail to adhere to these specifications will not be accepted.

Communication Policy

Students should feel free to contact me with any questions throughout the quarter. Questions regarding material covered in class, assignments, or cases may be raised (a) in class so others may benefit, (b) by email, or (c) in person during office meetings, before or after class.

Classroom Etiquette

This class adheres to the Kellogg etiquette policies. In particular:

• Electronics: Students may not use any electronic devices (e.g., laptops, mobile devices) in class unless directed to do so—except tablets that lay flat on the desk, for note-taking purposes only.
• Seating: Students’ assigned seat for the quarter will be the seat they choose for the second class of the quarter.
• Attendance, Punctuality, and Early Departures: Class will begin on time. Any unexplained absences, late arrivals, and/or early exits will count against students’ class commitment score. Explanations must be provided to the professor via email no less than 24 hours prior to the start of the class. There are exceptions in accordance with Kellogg policy for religious holidays, funerals, and student/dependent hospitalizations. If a student has a medical condition that may occasionally necessitate their leaving class mid-class, this should be disclosed to the professor via email in the first week of the course.
• Guest Speakers: When a guest speaker is scheduled for class, late arrivals and/or early exits are strictly prohibited.
Honor Code

The Kellogg Honor Code is applicable in this class. Violations of the Kellogg Honor Code are subject to disciplinary sanctions. General ethics and honor code concerns may apply to the specific components of this course as follows:

For any graded assignment, students are prohibited from using materials containing related analyses from other sources. This includes, but is not limited to, material from current and former Kellogg students and/or analyses from the Internet. Similarly, students may not use materials distributed by faculty to previous classes (e.g., a case summary handed out to last year’s class). Further, students must not discuss individual assignments with any other students. Finally, discussions for a group assignment should be limited to the members of that group.

Note: This discussion may not cover all possible applications of the Honor Code. Please contact me if anything is unclear about the Honor Code as it has been expressed. In addition, the Kellogg Student Honor Code is linked below:

http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm