Marketing-450: Marketing Research and Analytics

Note: This course has mandatory first class attendance.

Note: MKTG 450 has a major experiential learning component where students work in teams with an outside client. Students should organize themselves to teams of four to six students. See more detail under ‘Group Work’ below. See also “class schedule” for details on week 10 schedule.

• Nature and Purpose of the Course

The broad objective of this course is to provide a state-of-the-art understanding of the marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate requester and user of the research and is thus responsible for determining the scope and direction of research conducted. In the course, we will cover different research designs, data collection techniques, 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 deepening your understanding 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 digital marketing research. We will be using Radiant which is a platform-independent browser-based interface for business analytics in R for which I will provide review sessions and assistance. The course does not assume any prior knowledge of R. As a result, an added value of this class is that students can acquire proficiency in using R.
- **Materials**

1. **Required:** MKTG-450 Course Packet
2. **Required:** Radiant, Rstudio and R
   Please see installation instructions for Radiant, Rstudio, and R on Windows, MacOS, and Linux: [https://radiant-rstats.github.io/docs/install.html](https://radiant-rstats.github.io/docs/install.html)
3. **Recommended textbooks:**

Note: Both textbooks provide an excellent reference that may be especially useful for students who expect to use the tools from this course in the future.

Lecture slides, videos, and additional readings will be made available in class and/or online.

- **Course Pre-requisites**

1. **MKTG-430:** Marketing Management (Core course).
2. **DECS-431 (434) or DECS-437 or DECS-445 or DECS-439 or IEMS-490** (Analytics core)

- **Grading**

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<thead>
<tr>
<th>Assignments and Deliverables</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Individual Work</td>
<td></td>
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<tr>
<td>Assignment 1</td>
<td>5%</td>
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<td>Assignment 2</td>
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<td>Assignment 3</td>
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<td>Class Commitment</td>
<td>15%</td>
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<td>Group Work</td>
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<td>Group Project: Exploratory Research Report</td>
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<td>Group Project: Survey Design</td>
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<tr>
<td>Group Project: Annotated Slide Deck &amp; Final Materials</td>
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<tr>
<td>Peer Evaluation</td>
<td>10%</td>
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<td>Total</td>
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- **Assignments and Deliverables**

*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.
1. **Individual Assignments:** There will be three take-home assignments that must be completed on an individual basis. These assignments will be made available online and must be submitted through Canvas prior to the designated date/time. Assignment #2 consists of several short quizzes that are distributed over the course and are designed to test your understanding of how to use Radiant in analyzing data. To answer the questions, it is helpful to watch the assigned Radiant videos. **Please note that late assignments will not be accepted.**

   *Class commitment:* Positive contributions to class discussions and case preparation questions will increase students’ class commitment score, while poor preparation and/or detrimental participation will decrease it. Additional ways to demonstrate class commitment include emailing the professor with marketing research examples from the media and/or examples from students’ own industry experience that are relevant to the class. Unexplained absences and/or any violations of classroom etiquette (discussed subsequently) will reduce students’ class commitment score. **e. 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.

2. **Group Work:** This class involves a group project that is worth 50% of each student’s final grade. For this project, students will be assigned to a client from a set of available clients, all of which have been recruited prior to the class. A document describing each of the available clients will be made available to students prior to the first day of class. It is strongly suggested that each student read this document in advance of the first class so that during the first class students can organize themselves into groups of four to six people with overlapping client preferences. Students will submit a list of their group members and their group’s client preferences at the end of the first class.

   The group project requires the teams to complete a series of deliverables, which will be graded (see above for grading scheme). 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 throughout the term. 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, for individual assignments as well as group project deliverables, **late submissions will not be accepted and will result in a grade of zero.** It is strongly suggested that students pay close attention to deadlines. **Note:** If a group project deliverable is submitted late, all team members will receive a grade of zero.

   *Re-grade requests:* Re-grade requests must be submitted via email within ten days from when the assignment (i.e., case write-up, homework) is returned. Along with the graded assignment, please explain why you are requesting a re-grade. Please remember that small changes in your grade on a single assignment typically do not affect your overall course grade.
• **Communication Policy**

Students should feel free to contact the professor with any questions throughout the quarter. Questions regarding material covered in class, assignments, or cases may be raised (1) in class so others may benefit, (2) by email, or (3) in person during office hours and/or before/after class.

• **Classroom Etiquette**

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

1. **Electronics:** Students may use laptops or tablets to view course material and for note taking purposes only. Please do not use smart phones in class.
2. **Seating:** Students’ assigned seat for the quarter will be the seat they choose for the second class.
3. **Attendance, Punctuality, and Leaving Early:** 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.
4. **Guest speaker:** When a guest speaker is scheduled for class, late arrivals and/or early exists 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, for individual assignments, students must not discuss individual assignments with any other students. For any group assignments, discussions for the group assignment should be limited to your group. Note: This discussion may not cover all possible applications of the Honor Code. Please contact the professor 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/policies/honor-code.aspx](http://www.kellogg.northwestern.edu/policies/honor-code.aspx)

• **NU Resources to Get Help, Stay Safe, and Stay Healthy**

Students can find useful resources for safety and security, academic support, and mental and physical health and well-being at the NU help [website](http://www.kellogg.northwestern.edu/policies/honor-code.aspx) and [app](http://www.kellogg.northwestern.edu/policies/honor-code.aspx).
<table>
<thead>
<tr>
<th>Session</th>
<th>Topics</th>
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| Week 1: 9/28 | Course Introduction  
Initiating the Research Process:  
Exploratory Research | - Backwards Marketing Research | - Group Composition & Client Ranking (in Class)  
- Client Update 1: Schedule kickoff call with mentor and client to take place ASAP; then start scheduling qualitative interviews. |
| Week 2: 10/5 | Guest Speaker: Exploratory/Qualitative Research  
Qualitative Research (cont.) | - Eclipse Case  
- Focus Groups fall out of favor  
- Chipotle Mexican Grill Case  
- Video: Radiant Into and Basics | - Group Project Deliverable 1A: Research Objectives(s) Statement and Qualitative Research Plan (Canvas by 7pm)  
- Individual Assignment 1: Eclipse (Canvas by noon) |
| Week 3: 10/12 | Measurement Scaling  
Survey Design | - Grab and Go Case  
- Want people to take your survey?  
- Consulting the Oracle  
- Buy American  
- Save the StorEx Survey | - Client Update 2: Discuss plan for exploratory research with your client  
- VALS survey (Canvas by 7pm)  
- Individual Assignments 2.1 & 2.2 (Canvas by noon) |
| Week 4: 10/19 | R, RStudio, Radiant & Regression  
Factor Analysis | - Video: Radiant Regression | - Group Project: Attend Qualtrics webinar  
- Group Project Deliverable 1B: Exploratory Research Report (Canvas by 7pm)  
- Client Update 3: Have brief call with mentor and client reviewing exploratory results and insights into the quantitative survey design  
- Individual Assignment 2.3 (Canvas by noon) |
| Week 5: 10/26 | Cluster Analysis  
Cross-tab Analysis | - Segmentation of the Games Market Using Multivariate Analysis  
- Tulsa Case  
- Video: Radiant Factor | - Individual Assignment 2.4 (Canvas by noon)  
- Group Project Deliverable: Survey Design (Canvas by 7pm) |
| Week 6: 11/2 | Capstone Case: Application of STP Tools  
Guest Speaker | - Grosse Pointe Associates and the “Micron”  
- Video: Radiant Cluster and Crosstab | - Sign-up for online survey design meeting with prof (Canvas by 7pm)  
- Individual Assignments 2.5 & 2.6 (Canvas by noon) |
| Week 7: 11/9 | Perceptual Mapping  
Causal Research | - Analyzing Consumer Perceptions  
- Boost your Marketing ROI  
- The surprising power of online experiments -Video Radiant Markdown | --Client Update 4: Send survey design to client by 11/6  
- Group Project 2: Send finalized survey link to mentor on 11/11 by 5pm for online launch on 11/12.  
- Individual Assignment 2.7 (Canvas by noon) |
| Week 8: 11/16 | GSS and NTY Cases  
Marketing Research for New Products and Services: Conjoint Analysis | - New Food Case  
- Thirty Years of Conjoint Analysis | - Individual Assignment 3 (Canvas by noon) |
| Week 9: 11/23 | Conjoint Analysis (cont.)  
Next Directions in Marketing Research | -- Precision Parts case | |

*Students must be prepared to discuss and answer questions about all cases and readings.
Week 10: 12/7

Friday, 12/6: Group Project Deliverable: Annotated slide deck due to Prof. Bockenholt via email before noon for all teams.

Saturday, 12/7:

All teams will be assigned to give a 60 minute presentation of their group project findings in front of their client, their mentor and the professor. Before presenting, please confirm with your client that there is nothing that your client does not want shared in front of this audience. This can be done either by asking the client if there is anything that should not be included in the presentation to the professor and the mentor or by sharing a draft of the presentation slides prior to presenting.

Tuesday, 12/17:

Group Project Deliverable: Final Materials - all materials specified in the group project document are due to Prof. Bockenholt via email before 5 pm for all teams.

Peer Evaluation (due via Canvas before 8 pm)