** ATTENDANCE IN THE FIRST CLASS IS HIGHLY ADVISABLE **

**Nature and Purpose of the Course**

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

**Content and Organization**

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. Time will be given to both the qualitative and quantitative aspects of marketing research.

**Required Material**


   Note: The textbook provides an excellent reference that may be especially useful for students who expect to use the tools from this course in the future. For students choosing to purchase the textbook, the most recent version (version 2e) is strongly encouraged.

2. Software: Stata (http://kellogg.northwestern.edu/researchcomputing/sec/stata-support.htm ).

3. MKTG 450 Course packet (lecture slides and supplemental materials will be distributed via the course website)

**Course Pre-requisites**

1. MKTG-430-0

2. DECS-434-0 OR DECS-431-0 OR DECS-437-0 OR DECS-445-0 OR DECS-439-B OR IEMS-490-0

**Class Sessions**

Rather than merely rehashing concepts developed in the textbook, class sessions will be devoted to extending and applying the concepts. I will assume that all of you have completed the reading
assignments (cases and articles in the case packet) before coming to class. If you all come to class well prepared, we will be able to spend time on class exercises that simulate real world problems. You should be prepared to discuss and present in class the readings and/or problems that have been assigned for that session.

- **Cold Calling:** Cold calling might be used in class.
- **Attendance:** If you are unable to attend class zoom sessions you are responsible for catching up on the material covered or announcements made in class on that day. Also, please let me know via e-mail that you will not be attending.

### Grading

Grades will be computed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Commitment</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Assignments</td>
<td>50%</td>
</tr>
<tr>
<td>Group Project</td>
<td>40%</td>
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</tbody>
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### Class Commitment

Positive contributions to class discussion increase your score. During class sessions you should be willing to expose your viewpoints and conclusions to the critical judgment of the class and demonstrate your ability to evaluate and build upon the opinions of your classmates. Further, you can demonstrate your commitment by emailing me any marketing research examples from the media and/or your own industry experience that you feel may enhance the learning of the class. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Failing to attend significant portions of a class session, poor preparation, and detrimental participation (including being disrespectful to any class members) decrease your participation score. If you have to miss a class, you have to make up the materials.

### Individual Assignments

There will be five individual take-home assignments. These assignments will be made available online and require you to apply the marketing research concepts covered in class. These assignments must be completed on an individual basis.

Please submit each individual assignment by uploading it to Canvas on the due date, prior to the designated cut off time (the beginning of class). Late assignments will not be accepted! Each individual assignment should be submitted as a single Microsoft Word document with the filename being your full name, your section number (81), and the assignment designation using underscores as separators. For example: JohnSmith_81_Assignment1.docx

### Group Project

The objective of the research project is to provide you with some experience in applying the concepts and methods of marketing research to a real marketing research problem. The project will be done in groups of 5-6 students and will concern a common “research problem” that will be shared with the class in our first meeting.

An important point to keep in mind is that **respondents in your research should have the right to remain anonymous.** This means that the data collected in the research must be stored in a manner such that individuals’ identities cannot be linked to their responses. Respondents must be assured before you collect data that their responses will be treated as confidential and will be anonymously analyzed.
Web Surveys
Kellogg offers the Qualtrics software that you can freely access (see: http://www.qualtrics.com/academic-solutions/kellogg-school-of-management/). Note that Qualtrics offers very detailed webinars on how to work with the software to build surveys. The link to the webinars can be found HERE. Note, this webpage contains links to both recorded webinars as well as registration links to register for one of their weekly live webinars.

Project presentations
Those will take place in the last class. Feedback will allow you to make changes before submitting your final slide deck.

Grading Key
The group project will be evaluated based on the presentations and final deck submission as well as your work throughout the quarter. Projects will be graded based on the consideration of the following issues:

Peer Evaluation
A peer evaluation form will be made available online. The final grade is adjusted for peer evaluation. A negative peer evaluation can thus have a significant impact on your final grade (e.g., from A to B or B to C).

Student/Instructor Interaction
If at any point during the course you have any questions regarding the materials covered in class or regarding preparation for assignments or cases, please raise them either in class so others may also benefit, or via email, or in person during office hours. If the scheduled office hours are inconvenient to you, please email me to make an appointment to meet on Zoom.

Honor Code
Students are expected to respect the Kellogg Honor Code and Code of Student Etiquette at all times, including, but not limited to, truthfully representing fact and self at all times and not seeking an unfair advantage over other students. For complete reference of the Kellogg Honor Code see: http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm

Schedule Change
Thankfully there are no changes…
Weekly Class Schedule

Class 1+2 (June 23, 30)

Topics:  
  Introduction to course  
  The Class Experiential Learning Project  
  Data Types  
  The marketing research process  
  The value of marketing research

Readings:  
  'Backward' Market research  
  The importance of Client Participation in research

Project:  
  Time will be allotted to for a group meeting regarding the project. Collection of Secondary data.

Class 3+4 (July 7, 14)

Topic:  
  Exploratory research

Readings:  
  Qualities of a Master Moderator  
  Seven Rules for observational Research

Project:  
  Start conducting exploratory research

Submit:  
  (I) Assignment 1: Introduction & Research Design (C3)

Class 5+6 (July 21, 28)

Topics:  
  Descriptive research  
  Questionnaire design  
  Data collection methods  
  Measurement and scaling  
  Sampling and sample Size

Readings:  
  Asking the Right Questions in telephone interviews

Case:  
  Omnibus Polls

Project:  
  Finish exploratory research, start designing survey

Submit:  
  (I) Assignment 2: Exploratory Research (C5)

Class 7 (Aug. 4)

Topic:  
  Data Analysis - Crosstabs

Project:  
  Finish survey design, start data collection

Submit:  
  (I) Assignment 3: Questionnaire design and measurement (C7)
Class 8+9 (Aug. 11, 18)

Topic:       Data Analysis - Regression  
Project:     Finish data collection, conduct data analysis  
Submit:      (I) Assignment 4: Crosstab (C8)

Class 10 (Aug. 25)

Project Presentations

Submit:      (I) Assignment 5: Regression

Final Presentation Deck submission: Friday, Aug. 28