Course Description:
The goal of this course is to provide a fundamental understanding of marketing research tools to aid in both strategic and tactical decision making. This course will focus on how both qualitative and quantitative analysis can help guide marketing decisions. The main course objectives are:

1. To provide students with the skills to translate marketing challenges and opportunities into appropriate analytical issues.
2. To help students develop skills in data analysis to guide decision making, as well as to develop an appreciation for the contributions of limitations of such analyses.
3. To provide students with hands on experience with the research process – from problem definition through research design to data analysis to implications.
4. To become fluent in the language of market research as it is used by practitioners/industry.

To achieve these objectives, we will use a combination of lectures, guest lectures, case discussions, and hands on data analysis sessions. Further, students will have the opportunity to develop and execute a research design to draw conclusions and recommendations about a business issue of interest to them. At the end of the term, it is expected that students will have a basic competency in performing the more common qualitative and quantitative techniques, including research design, survey construction, data collection, analysis and reporting.

Course Materials:

- Custom Course Case Pack [https://cb.hbsp.harvard.edu/cbmp/access/38476221](https://cb.hbsp.harvard.edu/cbmp/access/38476221)
- SPSS software *(available on campus computer lab)*
- Qualtrics software *(available online for duration of course)*
Assignments & Grading
Throughout the semester, you will be required to complete several individual assignments, as well as a cumulative team research project. The assignments and their associated weights are listed here:

**Individual Assignments (65%)**
- Case Write Up #1 - The Coop 75
- Case Write Up #2 - Boston Fights Drugs 75
- Case Write Up #3 - Harvard Housing 75
- Case Write Up #4 - Saxonville Sausage 75
- Survey Design 75
- Data Analysis Homework 75
- In Class Exam 150
- Class Participation 50

**Team Project (35%)**
- Project Proposal/Research Objectives 30
- Secondary Data Analysis 60
- Qualitative Research 100
- Quantitative Research 160

*Individual Contribution Adjustment Factor*

**Total Points** 1000

*Applied at the end of the project, based on team assessment of each individual's contribution*

Final grades will be calculated based on the total number of points earned for each assignment. Note that at the end of the semester, each individual’s contribution to the team project will be assessed and points for the team project may be adjusted downward if an individual did not contribute his/her fair share. The final grades will be determined as follows:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Final Grade</th>
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</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
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<tr>
<td>700-799</td>
<td>C</td>
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<tr>
<td>600-699</td>
<td>D</td>
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<tr>
<td>599 and below</td>
<td>F</td>
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</table>
Overview of Course Assignments

Individual assignments

Case Write Ups (75 pts each x 4 = 300 pts)
- Throughout the course, we will make use of case studies to demonstrate concepts and applications. There will be 4 cases assigned and you will be expected to turn in a 2-4 page write up prior to the start of class. I will provide you with questions to focus your analysis.

Survey Design (75 pts)
- In this assignment, you will be asked to develop research objectives and apply the principles of good questionnaire design to create a brief market research survey.

Data Analysis Homework (75 pts)
- In this assignment, you will be asked to complete several basic analyses using the SPSS software. This will help consolidate your learning of the SPSS statistical software functionality.

In Class Exam (150 pts)
- This quiz will be conducted in class. You will be required to analyze and interpret survey data using SPSS. This is designed to consolidate your learning of the basic data analyses and interpretation for decision making.

Class Participation (50 pts)
- Your attendance and active participation in class discussions is critical. Class participation means coming to class prepared to discuss the topic being addressed, your ability to raise and answer questions, to bring up and articulate ideas or insights, and to build upon the ideas of others.

Team Research Project
Throughout the course, you will work on small teams (4-5 per team) to complete a comprehensive research project on a topic of your choice. When thinking about a project, chose a topic/client that your team will be excited about and you have a working knowledge of the basics of the industry or concept. Examples of successful past projects include assessing the local market opportunity for a new restaurant concept, determining the target market for a new product, deciding between alternative brand positioning strategies, and assessing and profiling college students who participate in recreational sports leagues.
There are several deliverables associated with the group project:

**Project Proposal & Research Objectives (30 pts)**
- In this assignment, your team will define the research problem/opportunity and develop the associated research objectives to study the problem/opportunity.

**Secondary data analysis (60 pts)**
- Here your team will complete a secondary data analysis to (a) provide context of the problem and confirm assumptions and (b) explain why primary research is necessary. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class.

**Qualitative Research (100 pts)**
- Your team will be required to conduct qualitative research (i.e. focus groups) to refine your initial hypotheses about your project and/or inform questionnaire design. Your report – which should be done in powerpoint - should strive to highlight and integrate the general themes and learnings uncovered from the research. You will also be evaluated on your ability to develop appropriate screening criteria and an appropriate discussion guide. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class.

**Survey Research (160 pts)**
- Your team will develop and field a survey to address the managerial problem you’ve identified. Part of your grade will reflect to your ability to design a survey to best address the learning objectives. You should show professionalism in wording, formatting, and sequencing the questions. You should also define the ideal target population for data collection. Your final report will primarily summarize the findings from your analysis of your survey data. The final report should contain an executive summary, methodology, results, and implications and recommendations. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class.

Importantly, while there will be an overall group grade on each assignment, your individual grade at the end of the course will be adjusted based on your team members’ assessment of your contribution.
Other Class Information:

It is important that you read and adhere to the following guidelines, as failure to do so will impact your grade.

- All assignments are to be **submitted both in hard copy and uploaded onto Moodle by 5:30pm** on the due date.
- **5 points** will be deducted for failure to hand in a hard copy.
- Unless prior approval has been received, a late assignment will be deducted a **full letter grade for each day it is late**.
- All relevant course communications will be posted on Moodle. If you are missing a grade for a particular assignment that you believe you have handed in, contact me immediately.

Course Outline:
The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Course Pack Reading</th>
<th>Event/Due</th>
</tr>
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<tbody>
<tr>
<td>Aug 26</td>
<td>Introduction/Overview of Course</td>
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<tr>
<td>Sep 2</td>
<td>Marketing Research Overview Setting Research Objectives Research Design</td>
<td>HBS: Marketing Research</td>
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<tr>
<td>Sep 9</td>
<td>Research Design Secondary Research &amp; Syndicated Data Sources</td>
<td>The Coop Case</td>
<td>The Coop: Due</td>
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<tr>
<td>Sep 16</td>
<td>Exploratory Research</td>
<td>Boston Fights Drugs Case</td>
<td>Boston Fights Drugs: Due</td>
</tr>
<tr>
<td>Sep 23</td>
<td>Descriptive Research</td>
<td>HBS: Questionnaire Design</td>
<td>Project Proposal: Due/Present</td>
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<tr>
<td>Sep 30</td>
<td>Descriptive Research Survey Design</td>
<td>Harvard Housing Case</td>
<td>Harvard Housing: Due</td>
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<tr>
<td>Oct 7</td>
<td>Causal Research</td>
<td>Saxonville Sausage Case</td>
<td>Saxonville Sausage: Due</td>
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<tr>
<td>Oct 14</td>
<td><strong>PROJECT WORK</strong></td>
<td></td>
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<tr>
<td>Oct 21</td>
<td>Data Collection &amp; Sampling</td>
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<td>Project Milestone: Conduct Focus Groups</td>
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<thead>
<tr>
<th>Oct 28</th>
<th>Data Analysis: Tabulations</th>
<th>Individual Survey Design: Due</th>
</tr>
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<tbody>
<tr>
<td>Nov 4</td>
<td>Data Analysis: Hypothesis Testing</td>
<td>Project Milestone: Field Quantitative Survey</td>
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<tr>
<td>Nov 11</td>
<td>Data Analysis: Hypothesis Testing</td>
<td>Data Analysis Homework Due</td>
</tr>
<tr>
<td>Nov 18</td>
<td>In Class Exam</td>
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<tr>
<td>Dec 2</td>
<td><strong>PROJECT WORK</strong></td>
<td></td>
</tr>
<tr>
<td>Dec 9</td>
<td>Final Presentations</td>
<td>Complete Project Due/Present</td>
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<tr>
<td>Dec 16</td>
<td>Course Wrap Up</td>
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**Academic Integrity:**
All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at http://www.uncc.edu/policystate/ps-105.html. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business Statement on Diversity:**
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.