MARKETING ANALYSIS & DECISION MAKING
MTKG 3222 | Spring 2016 | F 9:30-12:15 | FRIDAY 339

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Course Description:

The goal of this course is to provide a fundamental understanding of marketing research process, design, and tools to aid in both strategic and tactical decision making. This course will examine the use of exploratory, descriptive, and causal research designs and their associated analytical techniques to help guide marketing decisions. By the end of this course, successful students will be able to:

1. Explain the steps involved in the marketing research process.
2. Discuss the relevant advantages and disadvantages among different research designs.
3. Identify and communicate appropriate research objectives.
4. Conduct simple secondary research.
5. Design, administer, analyze, and interpret the results of focus group research.
6. Design, administer, analyze, and interpret the results of survey research.
7. Communicate managerially relevant marketing implications.

To achieve these objectives, we will use a combination of lectures, discussions, guest speakers, cases, and hands on data analysis sessions. At the end of the term, it is expected that students will have a basic competency in conducting a complete marketing research project, from research design, to survey construction, data collection, analysis and reporting.

Required Course Materials:
- Custom Course Case Pack *https:*
- SPSS software *(available on campus computer lab)*
- Qualtrics software (*available online for duration of course*)

Recommended Text:
Aaker, Kumar, Leone, Day, <u>Marketing Research</u> 11th Edition, Wiley ISBN-10: 1118156633

Assignments & Grading:

Throughout the semester, students will be required to complete several individual assignments, as well as a cumulative group research project. The assignments and their associated weights are listed here:

Individual Assignments (70%)

Case #1 – The Coop	75
Case #2 - Boston Fights Drugs	75
Case #3 – Harvard Graduate Student Housing	75
Case #4 – Saxonville Sausage	75
Individual Survey Design	75
Data Analysis Homework	75
Final Exam	200
Attendance & Class Participation	50

Team Project (30%)

Secondary Data Analysis	50
Qualitative Research	100
Quantitative Research	150
*Individual Contribution Adjustment Factor**	

Total Points	1000

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

All grades will be posted on Canvas. 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 letter grades will be determined as follows:

Total Points	Final Grade
900 – 1000	A
800 – 899	B
700 – 799	C
600 – 699	D
599 and below	F

Overview of Course Assignments

Individual assignments

Readings & Cases (75 pts each x 4 = 300 pts): There will be 4 cases assigned. For each one, the student will be expected to turn in a 2-4 page case write up (The length will vary from case to case. Questions for each case will be provided to focus your analysis).

Survey Design (75 pts): In this assignment, the student will develop a set of research objectives and apply the principles of good questionnaire design and question writing to create research survey and code it into Qualtrics.

Data Analysis Homework (75 pts): In this assignment, the student will complete several basic analyses using the SPSS software and draw the appropriate conclusions based on this analysis.

In Class Exam (150 pts): The final exam will be conducted in class. The exam will include both conceptual knowledge component, as well as a data analysis and interpretation component.

Class Participation (50 pts): Attendance and active participation is critical to getting the most from this course. Class participation means coming to class prepared to discuss the cases, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. Bonus points for outstanding participation may be awarded to the students at the discretion of the professor.

Team Research Project

Throughout the course, you will work on small teams (approx. 5 per team) to complete a comprehensive research project. (While project topics will be provided, your team may have the option of completing research on a topic of your choice.) When thinking about a project, choose 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:

Exploratory secondary data analysis (50 pts): The project 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.

Exploratory Focus Groups (100 pts): The team will be required to conduct a complete focus group project (at least 2 separate focus groups) to refine your initial hypotheses about your project and/or inform questionnaire design. Your report 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 will present your

Survey Research (150 pts): Your team will develop and field a survey to address the research objectives you've identified and refined from your initial research. Part of your grade will reflect 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.

The final report should contain an executive summary, methodology, results, and recommendations for each of the three research phases of your project. 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 may be adjusted based on your team members' assessment of your contribution*. The adjustment methodology will be described in detail on the team contribution spreadsheet, issued separately.

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 must be **uploaded** to Canvas **prior to the start of class** *and* a **hardcopy** must also be handed in on the due date. Failure to comply with both of these requirements will result in a 5-point deduction.

- **Unless prior approval has been received**, a late assignment will be deducted **a full letter grade for each day it is late**, up to 3 days (i.e. Monday by noon). **After 3 days, late assignments will not be accepted and a zero will be given**. No exceptions will be made.

- All relevant course communications will be posted on Canvas. **If you are missing a grade for a particular assignment that you believe you have handed in, contact me immediately**.

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.

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.

Date	Topic(s)	Reading	Assignment
13-Jan	Course Overview; Defining Research Objectives		
20-Jan	Defining Research Objectives (con't); Research Design	Analyzing the Target Market, Part 1: Marketing Research p 31-43	
27-Jan	Research Design (con't); Secondary & Syndicated Data		The Coop
3-Feb	Qualitative Research; Focus Groups	Focus on the Benefits	Boston Fights Drugs
10-Feb	Descriptive Research; Survey Design	Research Methods in Marketing: Survey Research (p 1-5)	Secondary Data Analysis Optional: Feedback on Focus Group Guide
17-Feb	GROUP PROJECT WORK/FOCUS GROUP INTERVIEWS		
24-Feb	Survey Design (con't)		Harvard Graduate Housing
3-Mar	Causal Research; Concept Testing		Saxonville Sausage
10-Mar	SPRING BREAK		
17-Mar	Sampling and Data Collection	Research Methods in Marketing: Survey Research (p 8-13)	Focus Group Report Exploratory Research Presentations
24-Mar	Data Analysis: Descriptive Statistics and Crosstabulations	Research Methods in Marketing: Survey Research (p 14-20)	Individual Survey Assignment
31-Mar	Data Analysis: Hypothesis Testing		Optional: Feedback on Group Survey
7-Apr	Data Analysis: Hypothesis Testing		Data Analysis Homework
14-Apr	SPRING WEEKEND		
21-Apr	FINAL EXAM		
28-Apr	GROUP PROJECT WORK		
5-May	GROUP PROJECT PRESENTATIONS		Survey Research Report Final Presentations