MARKETING ANALYSIS & DECISION MAKING
MBAD 6272 | Spring 2019 | Th 5:30-8:15 | CCB 804

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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. Describe a typical five-step market research process

2. Assess the relevant advantages and disadvantages among different research designs

3. Formulate appropriate marketing research objectives

4. Recognize the strengths and weaknesses of market-research techniques and when best to employ them

5. Design exploratory, descriptive and causal research

6. Conduct focus group and survey research

7. Analyze qualitative and quantitative data

8. Summarize managerially relevant, data based recommendations

Within this blended course format, we will use a combination of lectures, readings, discussions, cases, data based exercises, and a large group project. 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: (https://hbsp.harvard.edu/import/380429)*
- SPSS software *(available on campus computer lab, offline via Citrix, or 30 day free trial)*
- Qualtrics software (*available online for duration of course*)

Assignments & Grading:

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

Short Exercises (16%)

Synthesis Activity #1: Consumer Insight	40
Synthesis Activity #2: A/B Testing	40
Synthesis Activity #3: Conjoint Analysis	40
Synthesis Activity #4: Perceptual Mapping	40

Case Studies (24%)

Case #1 – The Coop	80
Case #2 - Boston Fights Drugs	80
Case #3 – Saxonville Sausage	80

Other Assessments (25%)

Social Media Survey Design	125
Kimberly Clark Data Analysis	125

Group Project (35%)*

Secondary Data Analysis	75
Qualitative Research	125
Quantitative Research	150
*Individual Contribution Adjustment Factor***	

Total Points	1000

* Adjusted based on team assessment of individual 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

Short Exercises (16%, 160 points):
There will be four short exercises to help students apply and/or synthesize the readings for the online weeks. Each will be worth 40 points and is due before the beginning of the next F2F meeting.

Cases (24%, 240 points):
There will be three cases assigned, each one worth 80 points. For each one, students will be expected to turn in a case analysis, based on assigned questions. Bring in a hard copy of your write up to class.

Other Assessments (200 points):

Social Media Survey Design (125 pts): In this assignment, the student will develop a set of research objectives and apply the principles of questionnaire design and question writing to create research survey using the Qualtrics survey software. (Hard copy required.)

Kimberly Clark Data Analysis (125 pts): In this class assignment, students will read a case and conduct data analyses and interpretations of those analyses.

Team Research Project (350 points)
Throughout the course, students will work in small teams to complete a comprehensive research project, consisting of the following components:

Exploratory secondary data analysis (75 pts): Teams will complete a secondary data analysis to provide further context and determine what primary research is necessary.

Exploratory Focus Groups (125 pts): Teams will be required to conduct a qualitative research project to refine initial hypotheses and inform a quantitative research design.

Survey Research (150 pts): Teams will develop and field quantitative research (a survey) to address the research objectives identified and refined from initial exploratory research.

The final report should contain an executive summary, methodology, results, limitations, and recommendations for each of the three research phases of the project. Teams should produce a formal report, as well as a presentation that will be presented in class. While there will be an overall group grade on each assignment, *individuals grade at the end of the course may be adjusted based on team members' assessment of individual contribution*. A hard copy of the final report is required.

Other Class Information:
It is important that students read and adhere to the following guidelines:

- All assignments must be **uploaded to Canvas prior to the start of class** on the due date. Note that this refers to both online and face-to-face meetings. A few assignments require

- **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, **without prior approval**.

- 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.

<u>**Course Outline**</u>:
This class will meet face-to-face (F2F) or online (O) on the following days and times: 1/10 (7:00-8:15PM F2F); 1/17 (F2F); 1/24 (O); 1/31 (F2F); 2/7 (O); 2/14 (F2F); 2/21 (O); 2/28 (F2F); 3/14 (O); 3/21 (F2F); 3/28 (O); 4/4 (F2F); 4/11 (O); 4/18 (F2F); 4/25 (O); 5/2 (5:30-6:45 PM F2F-Final Exam) The outline below provides a <u>preliminary</u> guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

Week	Learning Activities/Assignments/Materials	Assessment / Deliverables
Week 1 - Jan 10 Course overview **F2F (7:00-8:15)**	Introductions of instructor and students Review course objectives Students review past projects and form teams	
Week 2 - Jan 17 Research design/setting research objectives **F2F**	Lecture and discussion on research design Lecture and discussion on setting research objectives Group exercise on setting research objectives (Aleve) Group Project Work: Setting research objectives	The Coop – Case Analysis
Week 3 - Jan 24 Marketing research/ process/research design **Online**	**Read**: Marketing Intelligence (HBS) - pages 1-17 **Watch**: Conduct First Hand Market Research **Watch**: Innovative Ways to Change Behavior **Watch** : Get meaningful results from your surveys **Do**: Interactive Illustration of A/B testing	Synthesis Activity #1: Consumer Insight Synthesis Activity #2: A/B Testing
Week 4 – Jan 31 Secondary Data Qualitative research **F2F**	Lecture on Secondary Data Lecture on designing and analyzing focus groups Mock focus group activity Boston Fights Drugs Case Debrief	Boston Fights Drugs Case –Case Analysis
Week 5 - Feb 7 **Secondary Research** Qualitative Research **Online**	**Do**: Formulate overall project objective (group) **Do**: Create secondary research objectives (group)	Group Project Milestone: Overall project objective Group Project Milestone: Secondary research objectives
Week 6 - Feb 14 Descriptive research **F2F**	**Read**: HBS Questionnaire Design and Development Lecture on Attitude Measurement Lecture on Question Writing Wine Horizons case	
Week 7 – Feb 21 Questionnaire design **Online**	**Read**: HBS Questionnaire Design and Development **Do**: Create screening guide (group) **Do**: Create discussion guide (group)	Group Project Milestone: Qualitative research objectives Group Project Milestone: Focus group discussion Guide
Week 8 – Feb 28 Concept testing **F2F**	**Read**: Concept Testing Lecture on Causal Research and Concept Testing Exercise on concept writing Group Project – Concept Writing	Saxonville Sausage – Case Analysis
Week 9 - March 14 Sampling **Online**	**Read**: Research Methods in Marketing: Surveys **Do**: Qualtrics survey software tutorials (steps 1-5)	Social Media Survey Design
Week 10 - March 21 Focus Groups/Group Project **F2F**	Focus Groups and Group Project Work	Conduct Qualitative Research
Week 11 – March 28 Intro to Data Analysis **Online**	**Watch**: SPSS demos **Watch**: SPSS demo tests of differences **Do**: Dell Case exercises	Dell Case Data Analysis
Week 12 - April 4 Data Analysis **F2F**	**Watch**: SPSS demo tests of associations **Watch**: SPSS demo tests of differences **Do**: Dell and Wendy's Cases	
Week 13 - April 11 Data analysis **Online**		Kimberly Clark Data Analysis
Week 14 - April 18 Decision Making and/or Guest Speaker **F2F**	**Read**: Marketing Intelligence (HBS) - pages 17-26 **Read**: Writing a Research Report	Synthesis Activity #3: Conjoint exercise Synthesis Activity #4: Perceptual mapping
Week 15 – April 25 **Online**	Group Project Work	
Week 16 - May 2 Final exam **F2F** (5:30-6:45)		Project Presentations (secondary data analysis, qualitative research, and quantitative research)