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 real business opportunity. 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 (link will be posted during first week of the course)
- SPSS software (available on campus computer lab)
- Qualtrics software (available online for duration of course)
**Class Information:**
All assignments are to be submitted both in hard copy and uploaded onto Moodle by 2:00pm on the due date. All relevant course communications will be posted on Moodle. If you are not familiar with Moodle, please take the on line tutorial.

**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:

<table>
<thead>
<tr>
<th>Individual Assignments</th>
<th>Points</th>
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<tbody>
<tr>
<td>Survey Homework</td>
<td>50</td>
</tr>
<tr>
<td>SPSS Homework</td>
<td>50</td>
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<tr>
<td>Data Analysis Quiz</td>
<td>100</td>
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<tr>
<td>The Coop Case Write Up</td>
<td>75</td>
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<tr>
<td>Boston Fights Drugs Case Write Up</td>
<td>75</td>
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<tr>
<td>Harvard Graduate Student Housing Case Write Up</td>
<td>75</td>
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<tr>
<td>Saxonville Sausage Case Write Up</td>
<td>75</td>
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<tr>
<td>Class Participation</td>
<td>100</td>
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**Team Project**
- Problem Definition & Secondary Data Analysis: 50 points
- Qualitative Report: 100 points
- Questionnaire Design: 50 points
- Quantitative Report: 200 points

*Individual Contribution Adjustment Factor*

**Total Points**
1000

*Applied at the end of the project, based on all team members assessment 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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<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>C</td>
</tr>
<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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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 2-3 page write up prior to the start of class. I will provide you with questions to focus your analysis.

**Survey Development Homework (50 pts)**
- In this assignment, you will be asked to develop a brief market research survey. This is designed to consolidate and assess your understanding of questionnaire development.

**Data Analysis Homework (50 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.

**Data Analysis Quiz (100 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 (100 pts)**
- Your attendance and active participation in class discussions is part of your evaluation. 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 per team) to complete a comprehensive research project 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, assessing the opportunity for a new consumer product targeted to college students, and assessing and profiling students who participate in recreational sports.

There are several deliverables associated with the group project:
Problem Definition & Secondary data analysis (50 pts)

- In this assignment, your team will define the managerial decision problem. You will also complete a secondary data analysis to (a) provide context of the problem and confirm assumptions and (b) explain why primary research is necessary.

Qualitative Research Report (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. You will present your results to the class.

Questionnaire Design (50 pts)

- Your team will develop and field a survey to address the managerial problem you’ve identified. This component of your grade relates 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.

Quantitative Research Report (200 pts)

- The quantitative report will primarily summarize the findings from your analysis of the 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.

Examples of previous group projects will be provided in class to help guide your work.

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.
**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>Jan 9</td>
<td>• Introduction</td>
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| Jan 14&16  | • Research Objectives  
              • Research Design                                                       | HBS Article (Dolan ’91): Market Research  
              HBS: The Coop                                                                 | Team Project:  
              Form teams for group project (1/16)  
              Individual Case Write Up:  
              The Coop (1/16) |
| Jan 21&23  | • Exploratory Research  
              o Secondary Data                                                      |                                            |                                                                           |
| Jan 28&30  | • Exploratory Research  
              o Qualitative Research                                                  | Malhotra Chapter 5  
              HBS: Boston Fights Drugs                                                                 | Team Project:  
              (optional) Research Proposal if early feedback is desired (1/28)  
              Individual Case Write Up:  
              Boston Fights Drugs (1/30) |
| Feb 4&6    | • Focus groups                                                         |                                            | Team Project:  
              Conduct Focus Groups (2/6)                                                                 | |
| Feb 11&13  | • Descriptive Research  
              • *Attitude Measurement*  
              • *Questionnaire Design*                                                  | Malhotra Chapter 8, 9, 10  
              HBS: Harvard                                                                 | Case Write Up:  
              Harvard Graduate Housing Project                                                                 |
| Feb 18&20  | • Data Collection & Sampling                                           | Malhotra Chapter 11                                                                 | Individual Assignment:  
              Survey (2/20)                                                                 | |
| Feb 25&27  | • Team Presentations: Exploratory Research Findings                    |                                            | Team Project:  
              Problem definition & Secondary data analysis (2/25)  
              Qualitative research analysis (2/25)                                                                 |
| Mar 4&6    | *NO CLASS – SPRING BREAK*                                               |                                            |                                                                           |
| Mar 11&13  | • Causal Research/Test Markets                                         | HBS: Saxonville  
              - *Concept Writing*  
              - *Sales Forecasting*                                                    | Individual Case Write Up:  
              Saxonville Sausage                                                                 |
| Mar 18&20  | • Fundamentals of Data Analysis & Introduction to SPSS                  | Aaker et al Chapter 16                                                                 | Team Project:  
              Questionnaire due (3/18)                                                                 |
| Mar 25&27  | • Hypothesis Testing: Basic Concepts and Tests of Associations          | Aaker et al Chapter 17                                                                 |                                                                           |
| Apr 1&3    | • Hypothesis Testing: Means and Proportions                             | Aaker et al Chapter 18                                                                 | Team Project:  
              Launch Survey                                                                 |
| Apr 8&10   | • Special Topics in Data Analysis                                      |                                            | Individual Assignment:  
              Data Analysis Homework (4/8)                                                                 |
| Apr 15&17  | • Special Topics in Data Analysis                                      |                                            | Individual Assignment:  
              Data Analysis Quiz (in class 4/15)                                                                 |
| Apr 22&24  | • Special Topics in Data Analysis                                      |                                            |                                                                           |
| Apr 27&29  | • Final Reports & Presentations                                        |                                            | Team Project:  
              Project presentations                                                                 |
| May 6&8    | • Final Reports & Presentations                                        |                                            | Team Project:  
              Project presentations                                                                 |
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.