UNC CHARLOTTE

MARKETING RESEARCH FOR DECISION MAKING
MTKG 3222 | Spring 2019 | W 7:00-9:45 | Friday 142

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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 various market-research techniques
5. Design exploratory, descriptive and causal research
6. Conduct focus group and survey research
7. Analyze qualitative and quantitative data
8. Recommend appropriate actions and decisions based on rigorous data analysis

Throughout the course, 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://hbsp.harvard.edu/import/595734
- SPSS software *(available on campus computer lab)*
- Qualtrics software (*available online for duration of course*)

Recommended Text (NOT REQUIRED):

Aaker, Kumar, Leone, Day, Marketing Research **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 (65%)

Case #1 – The Coop	50
Case #2 - Boston Fights Drugs	50
Case #3 – Harvard Graduate Student Housing	50
Case #4 – Saxonville Sausage	50
Individual Survey Design	125
Data Analysis Homework	125
Exam	200

Team Project (35%)

Secondary Data Analysis	75
Qualitative Research	125
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 (65%)

    Case Quizzes (50 pts each x 4 = 200 pts): To bring the course concepts and frameworks to life, we will make significant use of actual case studies. Specifically, four cases will be assigned during the semester, with specific questions for you to consider as you read through the case. You are expected to prepare for case discussions by thoroughly thinking through the assigned questions in advance of class. While you do not need to turn in a written assessment of the case questions, at the beginning of each class, a short quiz will be administered to check your understanding of the key issues covered in each case. Each quiz is worth 50 points. Importantly, quizzes cannot be made up. If you miss a class, you will receive a zero for the quiz, unless prior arrangements have been made. In the event of an unforeseen emergency or illness, please contact me before class.

    Social Media Survey Design (125 pts): In this assignment, you 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.)

    Data Analysis Homework (125 pts): In this assignment, you will complete several basic analyses using the SPSS software and draw the appropriate conclusions based on this analysis. (Hard copy required.)

    In Class Exam (200 pts): A comprehensive exam will be conducted in class. The exam will include both conceptual knowledge component, as well as a data analysis and interpretation component.

Team Research Project (35%)

    Throughout the course, students will work in small teams to complete an extensive 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 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 you read and adhere to the following guidelines, as failure to do so will impact your grade.

- All assignments must be **uploaded** to Canvas <u>**prior to the start of class**</u> *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** <u>**will not be accepted**</u> **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.

Disability Accommodations:
UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

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
9-Jan	Course Overview; Defining Research Objectives		
16-Jan	Defining Research Objectives (in class case); Research Design	Marketing Research (p. 1-5,12)	
23-Jan	Research Design; Secondary & Syndicated Data		The Coop Case
30-Jan	Qualitative Research; Focus Groups		Group Project Proposal Boston Fights Drugs Case
6-Feb	Descriptive Research; Survey Design	Marketing Research (p. 6-9)	
13-Feb	Survey Design (con't)	Questionnaire Design & Development (p. 1-14)	Harvard Graduate Housing Case
20-Feb	FOCUS GROUPS		
27-Feb	Causal Research; Concept Testing	Concept Testing (p. 1-9)	Saxonville Sausage Case
	SPRING BREAK		
13-Mar	Secondary & Qualitative Research Presentations		
20-Mar	Sampling & Data Collection	Marketing Research (p. 9-11)	
27-Mar	Data Analysis 1		Social Media Survey Design
3-Apr	Data Analysis 2		
10-Apr	Data Analysis 3		Wendy's Data Analysis HW
17-Apr	Exam		
24-Apr	Group Project Work		
1-May	FINAL EXAM		