

Auburn University College of Business – Spring 2014
MKTG 4360 – Marketing Research & Analytics

Instructor Info	Class Info
Astrid Keel, Ph.D. Office Location: Lowder 248 Office Hours: MWF: 9:00AM-10:00AM or by appt. Phone: 334-844-2466 Email: alk0012@auburn.edu	Location: Lowder 10 Hours: MWF 8:00AM-8:50AM

PREREQUISITES

- Minimum Grade of C in Principles of Marketing MKTG 3310
- Minimum Grade of C in Business Analytics II MNGT 3600

COURSE MATERIAL

- Iacobucci, Dawn & Gilbert Churchill (2009), “Marketing Research: Methodological Foundations”, 10th Ed. Cengage Learning.
- It is not necessary for you to buy a new copy or purchase a copy that contains the “Qualtrics card”

COURSE OBJECTIVES

At the end of this course, you will:

1. Understand the role of research in marketing decisions
2. Become familiar with the steps involved in conducting research
3. Understand how to collect data appropriate for your problem
4. Understand how to analyze research data using Excel
5. Be able to translate statistical findings into marketing actions.

To achieve these objectives, you have to be the *doer* of research and the *user* of research. Though these roles are often played by different people within a company, you should be well-versed in both. It is difficult to interpret (i.e., *use*) research well if you do not know how it has been obtained (i.e., *done*). Vice versa, if you do not know how the research will be used, it will be difficult to design your study properly.

CODE OF CONDUCT

- Arrive on time and do not leave early.
- Choose a seat towards the front of the class and keep the same seat throughout the semester.
- Treat your fellow students and instructor with respect.
- Last but not least, **please turn off and put away cell phones, beepers, pagers, ipods, and any other noise-making and/or distracting technological gadget.** Students using their cell phones, using their laptops for material outside this course or engaging in other inappropriate activities will be asked to cease the behavior on the first occurrence. **Students will be marked down 5 points on their final grade for each subsequent occurrence.**

HONOR CODE

Students are expected to adhere to all components of Auburn University’s Student Academic Honesty Code. All work in this class, unless specified otherwise, is expected to be individual work –not copied from the internet, a classmate, or material from prior semesters.

COMMUNICATION

Course slides, readings and project instructions will be posted on Canvas. Clarifications and updates may also be sent by email. Check your accounts often. If you have questions regarding an assignment or exam, email me at least **24 hours** before the deadline to ensure a reply.

PERSONS WITH DISABILITIES

Auburn University provides accessibility to its programs and activities and reasonable accommodations for persons defined as having disabilities. Students who qualify should contact the Program for Students with Disabilities at 1244 Haley Center or by phone at 334-844-2096. Please complete all paperwork *at least one week before the first exam*.

GRADE DETERMINATION

The grading scale is as follows: A: 630-700; B: 560-629.9; C: 490-559.9; D: 480-489.9, F: less than 480. You will receive the grade you earn in this class. While I welcome you to talk to me about your problems or concerns, I will not adjust your grades based on any factors outside of the course work (e.g., work conflicts, personal problems). Though I am concerned about you and want you to do well, I must also be fair to all class members.

Grading Element	Points
Attendance & Participation	30
Group Project	220
Exams: Midterm 1 (100), Midterm 2 (100), Midterm 3 (100) and Final (150).	450
Total	700
Extra Credit	TBA

Attendance & Participation

You should treat class in a professional manner. At the beginning of each class, a sign-in sheet will be handed out. It is your responsibility to sign in. If you sign in for someone other than yourself and the other person is absent, both you and the absent person will receive a zero attendance grade. If you leave class after signing the sign-in sheet, you will be marked as absent unless you have spoken to me before-hand or you are having a medical problem. If you are absent and have a valid excuse, it is your duty to provide it to me in a timely fashion. You will be excused only for the eligible dates provided on the excuse. Valid excused absences can be found in the University Bulletin. You can miss 4 classes with no excuse with no penalty to your participation grade. For each unexcused absence beyond that, you pass up 5 points of your participation grade.

Group Project

Students must organize themselves into **groups of 5** in order to do the group project. The primary objective of the project is to provide you with experience in applying the concepts and methods of marketing research. There is always a tendency in group projects for certain members to slack off and allow more motivated members to do all the work. Slackers will not be tolerated. If your group members feel that you are not contributing sufficiently, *they will be able to fire you*. If you are fired from a group, your class grade will be reduced a full letter grade and you will have to complete a full project on your own.

Exams

There will be four closed-book exams: three midterms and a partially cumulative final. Exams will be a combination of multiple choice, true/false, fill-in the blank, short-answer, essay, and math problems. If you are ill, you must inform me by email before the exam occurs. You must also obtain a verifiable, university-approved excuse *for the day of the exam* and give it to me prior to taking a makeup. If you miss an exam without providing an approved excuse, your grade for that exam will be a **zero**. Because the makeup exams are different from in-class ones, there is no guarantee that they will be of the exact same difficulty.

Additional notes

- I do not round class grades. If you obtain an overall grade of 629.8, you will receive a B.
- If you are having trouble with the course, please come see me as soon as your difficulties arise. Do not wait until after an project component is due, after an exam is given, or worse, after the end of the semester.

TENTATIVE CLASS SCHEDULE

If normal class is disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and components may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course components will replace the original materials.

Date	What we are doing IN class	What you have to do FOR class
Wed 01/08	Introduction: Syllabus, introduce group project, Form groups & fill out personal information form.	
Fri 01/10	Market Research Ch.1 & Research Process Ch. 3	<i>READ Ch.1 & Ch. 3</i>
Mon 01/13	In-class Project work	<i>Be prepared to talk about the project you are considering. Sit with your group.</i>
Wed 01/15	Research Design Ch. 4	<i>READ Ch. 4</i> <i>WATCH</i> youtube video2*. What are the problems? How will they affect results? How would you remedy the problems?
Fri 01/17	Research Design Cont'd	<i>DUE: Project Part 1: research proposal.</i>
Mon 01/20	Martin Luther King Jr. Day	<i>No Class</i>
Wed 01/22	Research Design Cont'd	
Fri 01/24	Research Design Cont'd	
Mon 01/27	Data Collection: Secondary Data Ch.7	<i>READ Ch. 7</i>
Wed 01/29	Data Collection: Secondary Data Cont'd	
Fri 01/31	Data Collection: Secondary Data Cont'd	
Mon 02/03	~ MIDTERM 1 ~	<i>Bring calculator and your helpful 3"x5" index card.</i>
Wed 02/05	Wrap up Secondary data and start Descriptive Research Ch. 5	<i>READ Ch. 5</i>
Fri 02/07	Wrap up Descriptive Research Data Collection: Primary Data Ch. 8 & Ch. 9 We will also talk about the midterm.	<i>READ Ch. 8 & Ch. 9</i>
Mon 02/10	Data Collection: Primary Data Cont'd	<i>DUE: Project Part 2: Exploratory research write-up.</i>
Wed 02/12	Data Collection: Primary Data Cont'd	
Fri 02/14	Data Collection: Primary Data Cont'd	
Mon 02/17	Attitude Measurement Ch. 10	<i>READ Ch. 10</i>
Wed 02/19	Attitude Measurement Cont'd	
Fri 02/21	Causal Designs, Ch. 6	<i>READ Ch. 6</i> <i>DUE: Project Part 3</i>
Mon 02/24	Causal Designs, cont'd	
Wed 02/26	Sampling Procedures Ch. 11	<i>READ Ch. 11</i> <i>READ: "Researching children isn't kids' stuff anymore" *</i>

Date	What we are doing IN class	What you have to do FOR class
Fri 02/28	Sample Procedures Cont'd	
Mon 03/03	Sample Procedures Cont'd	
Wed 03/05	~ MIDTERM 2 ~	Bring calculator and your helpful 3"x5" index card.
Fri 03/07	Sample Size Ch. 12	READ Ch. 12
03/10- 03/14	Spring Break!	Don't forget your SPF!
Mon 03/17	Sample Size Cont'd	Bring <u>calculators</u> to class.
Wed 03/19	Nonsampling Error Ch. 13	READ Ch. 13 DUE: Project Part 4 initial survey, pre-tests and revised survey.
Fri 03/21	Nonsampling Error Cont'd	
Mon 03/24	Preliminary Data Manipulation Ch. 14 (3Cs: Cleaning, Coding & Cross Tabs)	READ Ch.14
Wed 03/26	PROJECT PART 5: IN-CLASS DATA ENTRY	DUE: Project Part 5 completed surveys. MEET IN TIGER LAB Bring your completed surveys and at least one clean copy. Sit with your group. An unexcused absence today will cost you 10 points in the project.
Fri 03/28	Preliminary Data Manipulation Cont'd	
Mon 03/31	Preliminary Data Manipulation Cont'd	
Wed 04/02	Preliminary Data Manipulation Cont'd	
Fri 04/04	Differences in means and proportions Ch. 16	READ Ch.16
Mon 04/07	~ MIDTERM 3 ~	Bring your helpful 3"x5" index card.
Wed 04/09	Differences in means and proportions Ch. 15	READ Ch.15
Fri 04/11	Differences in means and proportions Cont'd	
Mon 04/14	Correlation and Regression Ch. 17	READ Ch. 17 READ: "'Kramer': The Spin-Off?" *
Wed 04/16	Correlation and Regression Cont'd	
Fri 04/18	Correlation and Regression Cont'd	
Mon 04/21	Group presentations (TBA)	DUE: Project Part 6 for groups presenting
Wed 04/23	Group presentations (TBA)	DUE: Project Part 6 for groups presenting
Fri 04/25	Group presentations (TBA)	DUE: Project Part 6 for groups presenting DUE: Project Part 7 for ALL GROUPS
Tues 04/29	~ FINAL EXAM ~ 8:00 AM- 10:30 AM	Bring calculator and your helpful 3"x5" index card.

* item available on Canvas

Student Profile – MKTG 4360

Name:

Major/Minor:

1. Which marketing courses have you taken so far?
2. What do you expect will benefit you the most in this course?
3. Are there any special topics you would especially like to have covered in this class?
4. Do you have any questions or issues about the course that need further clarification?
5. Do you have any specific concerns about this course, about your skills, or about me that you would like to mention?
6. Are you currently working in a job(s)? If so, where and what do you do?
7. Tell me something about yourself that you think I should know.