



MKT 035: Marketing Research

Term: 2020 Winter Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 6

Total Weeks: 4

Total Class Sessions: 25

Class Session Length (minutes): 145

Credit Hours: 4

Course Description:

This course will give a comprehensive introduction to the subject of marketing research and provide a hands-on, practical approach to conducting work involved in the actual marketing research process. Topics discussed in this course include designing research questions, collecting and analyzing data, and the criteria for reporting and communicating marketing research results, with a view to making better marketing decisions. Students will develop the knowledge and skills needed to understand marketing research and create effective marketing research strategies. Prerequisite: MKT 021 and STAT 021 or equivalent marketing and statistics courses.

Course Materials:

Marketing Research, Alvin Burns and Ronald Bush, 8th Edition

Why We Buy: The Science of Shopping - Updated and Revised for the Internet, the Global Consumer, and Beyond, Paco Underhill

Course Format and Requirements:

This course has 25 class sessions in total. Each class session is 145 minutes in length.



Students will gain their knowledge of marketing research in this course through lectures, class discussions, a community-based group project, and a number of homework assignments. Since it is virtually impossible to cover every point made in the text in class, lectures will concentrate on the most important and more challenging material contained in each text chapter. Lectures will also often include material beyond what is included in the text.

Attendance:

Attendance will not be taken but all quizzes will be the first priority in class. Arriving late may cause you to miss a quiz, impacting your performance assessment. There is no made-up quiz.

Grading Scale:

A+: 98%-100%

A: 93%-97%

A-: 90%-92%

B+: 88%-89%

B: 83%-87%

B-: 80%-82%

C+: 78%-79%

C: 73%-77%

C-: 70%-72%

D+: 68%-69%

D: 63%-67%

D-: 60%-62%

F: Below 60%

Course Assignments:**Homework**

Late homework will not be accepted. Students must submit a hardcopy of completed homework. Solutions to homework will be posted to the course website.

Quizzes

There will be 5 quizzes administered through the whole semester. Quizzes will always be completed in the first ten minutes of class. The quiz problems will be similar to homework problems and in-class examples. There will be no make-up quizzes.

Exams



Exams will consist of multiple choice and short answer questions. Questions on the exams will test knowledge and application of the student's knowledge. There will be two midterm exams in this course. Each exam will be closed book. The two midterms are not cumulative. The final exam will be cumulative. It will be a closed-book, closed-note three-hour exam.

Group Project

The centerpiece of this class is the group project. Students will work in groups of four members to conduct marketing research for the industry of their choosing. The project will include all steps of the research process from formulation of the research problem, conducting consumer analysis, surveying and analyzing data, and finally reporting your findings.

A series of project checkpoints is included in this syllabus. The exact requirements will be explained later in class. Every step of the research project should be completed in a professional manner. The materials handed in at the various deadlines will be graded on their own, and will count toward the final project grade. The final deliverables will include written reports and a final group presentation.

Individual Project: Research Paper Summary

Before the semester ends, each student has to write a summary of a journal research paper on topics related with this course, for example, marketing research, consumer behavior, or any other topics proved by the instructor in class. Notice that the article selected must be a research article from journals, but not a review, a case, or other types. Summaries should be written in a 1000-1300 words length and formatted in APA style.

Here listed some main points that should be covered in the paper summary:

What is the article about?

How does this article relate to topics covered in this class?

Write down two questions you come up with when you read the paper and explain your answers to them.

Comments on the logic development of the paper itself.

How could the conclusions of the paper applied to marketing research?

Course Assessment:

Homework Assignment	5%
Quizzes	5%
Individual Project	15%
Group Project	15%
Midterm Exam 1	20%



Midterm Exam 2	20%
Final Exam	20%
Total	100%

Course Schedule:

Week 1- Class 1	Week 1- Class 2
Overview of the course; Go through syllabus; Self-introduction; Students form discussion group; Introduction and Research Design	The Nature of Marketing Research; The Marketing Research Process;
Week 1- Class 3	Week 1- Class 4
The Value of Marketing Research Understanding the Client;	<u>Quiz 1</u> The Marketing Research Industry Marketing Research Ethics;
Week 1- Class 5	Week 1- Class 6
Problem Definition; Research Objectives <u>Individual Project: Introduction and objective</u> <u>Individual Project: Begin finding journals</u>	Descriptive Statistics; Catch-Up; Review for Midterm 1 <u>Group Project: Introduction & Objectives</u>
Week 2- Class 7	Week 2- Class 8
<u>Midterm Exam 1</u>	Research Design;
Week 2- Class 9	Week 2- Class 10
Secondary Data; Primary Data <u>Individual Project: Read instructor's feedback on paper selection</u>	Secondary Data; (Cont.) Primary Data; (Cont.) Survey Data Collection Methods
Week 2- Class 11	Week 2- Class 12
<u>Quiz 2</u>	Questionnaire Design;



Measurement	
Week 3- Class 13	Week 3- Class 14
Experiments; Attitude Measurement <u>Group Project: Initial questionnaire due</u> <u>Individual Project: Meet with instructor to finalize journal paper selection</u>	<u>Quiz 3</u> Sample Selection <u>Group Project: Meet with Instructor to finalize questionnaire</u>
Week 3- Class 15	Week 3- Class 16
Sample Selection; (Cont.) Determine Sample Size Review for Midterm 2 <u>Group Project: Begin data collection</u>	<u>Midterm Exam 2</u>
Week 3- Class 17	Week 3- Class 18
Statistical Inference; Basic Data Analysis;	Regression Analysis I; Conjoint I; <u>Group Project: Complete Data Collection</u>
Week 4- Class 19	Week 4- Class 20
<u>Quiz 4</u> Regression Analysis II; Conjoint II; Logistic Regression;	Cluster Analysis; Factor Analysis I <u>Group Project: Work in groups to complete the project</u> <u>Group Project: Meet with instructor to discuss any remaining project related issues</u>
Week 4- Class 21	Week 4- Class 22
Factor Analysis II; Perceptual Map; Multinomial logistic regression;	<u>Quiz 5</u> Difference Tests Presenting Results;



	Secondary Data Sources;
Week 4- Class 23	Week 4- Class 24
Standardized Sources; Statistical Association	Qualitative Research Methods; Marketing Research in Social Media
Week 4- Class 25	<u>Final Exam (Cumulative): TBA</u>
Project Work Day–Mandatory Attendance Review for final exam <u>Group Project: Final Presentation, Report Due</u> <u>Individual Project: Research Paper Summary Due</u>	

Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office.

Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.