

Commerce 3MA3
MARKETING RESEARCH
Winter 2020 Course Outline

Marketing Area
DeGroote School of Business
McMaster University

Course Objective

Today's marketing environment presents managers with increasingly complex problems and opportunities and the ongoing need for current, accurate, pertinent information about their customers, competitors and the markets in which they operate. The purpose of this course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and the one responsible for determining the scope and direction of research activities. The key learning objectives of the course are to help you develop skills (a) to become better supervisors and users of marketing research and (b) to conduct marketing research yourself. An overall goal is to develop an appreciation for the potential contributions and limitations of marketing research in making business decisions. This course is relevant to managers in marketing as well as nonmarketing fields (e.g., consulting, HR, buy and sell-side analysis, investment banking).

Instructor and Contact Information

Sec 01: Tu 11:30AM - 2:20PM

Sec 02: Mo 2:30PM - 5:20PM

Sec 03: We 8:30AM - 11:20AM

Location: KTH B104

Instructor: Dr. Yang Pan

Email: pany66@mcmaster.ca

Office: DSB #224

Office Hours: Thursday By appointment

Phone: 905.525.9140 ext. 27253

Student TA: Nehal Elhelaly (Sec 01-02)

Email: elhelan@mcmaster.ca

Student TA: Shiva Vosoughi (Sec 03)

Email: vosoughs@mcmaster.ca

Office: DSB A210

Office Hours: By appointment

Course Website: Avenue to Learn (<https://avenue.mcmaster.ca/>). Please check the course website daily for announcements and content.

Course Elements

Credit Value: 3

Leadership: Yes

IT skills: Yes

Global view: Yes

Avenue: Yes

Ethics: Yes

Numeracy: Yes

Written skills: Yes

Participation: Yes

Innovation: Yes

Group work: Yes

Oral skills: Yes

Evidence-based: Yes

Experiential: Yes

Final Exam: Yes

Guest speaker(s): No

Course Description

The course is largely structured to follow the steps in the marketing research process. We first address the more qualitative and conceptual aspects of marketing research. Topics include problem definition, research design, sampling, data collection methods, questionnaire design, and measurement issues. We then focus on causal research and methods of data analysis, with an emphasis on hands-on data analyses and the interpretation and use of these data analyses.

The class sessions will only roughly parallel the text and readings. Rather than merely rehashing concepts discussed in the text, class sessions will be devoted to probing, extending, and applying the text material. Therefore, you must complete the assigned readings and think about them prior to the class session. We will use cases, videos, problems and discussion exercises to illustrate how different marketing research methods have been applied to solve real-world problems. The emphasis will be on the appropriateness and use of the research methodologies and techniques as well as on the larger strategic issues. Additional material (in the form of magazine and newspaper articles of current events) may also be distributed to you through links to websites. This will help you integrate concepts covered in class with real world events.

Learning Outcomes

Upon completion of this course, you will have had the opportunity and training to:

1. understand the needs of marketing managers for information;
2. develop specific marketing questions that can be addressed through research;
3. determine the specific objectives of the marketing research project;
4. select the appropriate research design to address the research problem and best achieve the objectives;
5. understand and critique various sources of secondary and internal data and be able to assess their quality and usefulness to management;
6. understand the stages of the marketing research process;
7. understand when NOT to conduct primary research;
8. learn how to design effective questions and questionnaires, using different (and appropriate) measurement scales;
9. determine how best to analyze survey data;
10. learn how to turn statistical findings into marketing information that gets attention and assists the manager in making decisions;
11. learn when and how to conduct causal research;
12. learn how to write reports and present findings and recommendations that convey marketing information simply and effectively and encourage marketing action;
13. be aware of and understand ethical issues related to marketing research; and
14. manage a reasonably complicated research project, work in a team, and make effective oral and written presentations.

Course Materials and Readings

Required:• **Textbook:**

- *Marketing Research Essentials* by Carl McDaniel, Jr., Roger Gates, Subramanian Sivaramakrishnan and Kelley Main (2nd Canadian Edition). Available as:
 - Paperback (ISBN: 978-1-118-04317-2)
 - Loose leaf (ISBN: 978-1-118-82300-2)
 - An E-text (ISBN: 978-1-118-82336-1)

• **Additional Materials:**

- Handouts, problem sets, discussion exercises and other readings distributed in class and/or the course website.

Evaluation

Learning in this course results from attendance at lectures, staying current on the readings, coming to class prepared and contributing to class discussions, completing the problem sets, and being an effective team member of your group research project. Course components include work to be completed both individually and as a member of a group. Team members will share the same grade, adjusted by peer evaluation if warranted.

Missed Tests/Exams: Missed tests/exams will receive a grade of zero unless the student has submitted and been approved for a Notification of Absence or MSAF.

Late Assignments: Late assignments will be penalized one grade level (e.g., from A- to B+) for each day they are late.

Your final grade will be calculated as follows:

A: Class Contribution (Individual)	15%
B: Midterm Exams (Individual)	40%
a) Exam 1	20%
b) Exam 2	20%
C: Research Project (Group)	45%
a) Research Proposal	3%
b) Survey Proposal	10%
c) Presentation	12%
d) Final Report	20%
Total:	100%

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy.

Communication and Feedback

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #9 in the term. Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Course Deliverables

Class Contribution (15%)

A large part of the benefit that you will derive from this course is related to your willingness to expose your viewpoints and conclusions to the critical judgment of the class, as well as of your ability to build upon and critically evaluate the judgments of your classmates. **Participation in class discussion is extremely important and each student is expected to contribute. Please display your name cards regularly in class .** For discussion exercises, it is strongly recommended that you do the relevant analysis prior to class and be prepared to discuss questions given to you.

I will “cold call” on you during class sessions. If you do not feel adequately prepared and do not want to be called upon, please let me know at the beginning of class. My intention here is not to embarrass you, but rather to hear from you and incorporate your insights into the discussion. 15 % of your grade depends on class participation, with a greater emphasis on participation in discussions of exercises. Effective (i.e., quality as well as quantity of) participation can therefore mean the difference between a higher and lower grade. Some of the criteria used to evaluate class participation include:

1. Do comments go beyond facts and add to our knowledge and understanding?
2. Do comments reflect an understanding of theories and tools presented in class?
3. Are comments relevant to the discussion and points made by others?
4. Do comments move the discussion along through the provision of new perspectives?
5. Are comments concise and clear or are they confusing and rambling?
6. Do comments reflect a concern for maintaining a civil and constructive classroom atmosphere?

The key to high contribution grades is making quality contributions to every class discussion. The participation grades will map to an assessment of the quality of the contribution by the T.A./Professor. Participation marks will be posted on the course website on a regular basis. Please see me if your marks are low, or well before if you are concerned that they might be low. There are ways I can help you to participate more effectively. At the end of the term, an overall participation grade will be given according to your participation marks in all classes.

Please note the following regarding Class Contribution:

- Two photographs of the class will be taken in the beginning and end of class. These photographs will be used to facilitate accurate recording of your participation.
- I expect you to be punctual . When you arrive late, your action disrupts the class. Please do not leave the classroom in the middle of class for a few minutes and then return; this also is disruptive. When you are present in class, all cell phones should be turned off unless I am notified prior to class of a possible personal emergency requiring them to be on.
- Reading newspapers or magazines in class, sending or reading text messages/email in class, or using your cell phone, tablet or computer for activities other than those related to the day's class, is not permitted. These activities not only impede your learning but also distract and reduce the value gained by your classmates from the course and therefore constitute " negative class participation " .
- I expect you to treat me, your TA and your fellow students with respect and in a professional manner at all times.
- Absence from class is a serious matter, since you obviously can't participate if you're not there. If there are legitimate reasons for you to miss class, you need to follow procedures stipulated in the section '**REQUESTING RELIEF FOR MISSED ACADEMIC WORK .**' Absences may be penalized.

Midterm Exams (40%)

Both midterm exams are individual, closed-book and non-cumulative. There will not be a final exam for this course. Computers, cell phones and tablets are not permitted for the exams. You may use a McMaster standard calculator for each exam; however the calculator must not be able to store text. I will provide you with formulas for each exam – I will discuss with you (in class sessions prior to the exam) about the formulas to be included in the exam. The exams will be application oriented – they will be designed to assess your understanding of marketing research concepts and your ability to apply these concepts to marketing research problems and decisions. The exams will include multiple choice questions, quantitative problems, short answer and/or short essay questions. You will be responsible for both the material covered in class and for the material in the text and readings – both will be addressed by questions in the exams. Sample exams will be posted to the course website and discussed in class. Homework problem sets (along with solutions) will be made available through the course website. These problem sets should help you prepare for the exams. It is strongly recommended that you work on these problem sets as we cover the relevant topics through the term. You are welcome to work on them in groups. You are not required to turn in any of these problem sets.

Please note the dates for the exams. Please do not schedule job interviews or other activities in a manner that prevents you from taking the exams on the scheduled dates. Relief for a missed exam for legitimate reasons (e.g., MSAF) will be in the form of a cumulative make-up exam during the final exam period.

Research Project (45%)

The objective of the term-long research project is to provide you with some hands-on experience in applying concepts and methods of marketing research to a real-world marketing research problem. **The project will be done in self-selected groups of 4-5 persons and requires a collaborative team effort.** At the end of the term, each student will evaluate the performance of each of his/her peers in the team. Peer evaluations will be considered in determining the final project grade assigned to each individual team member. Above all else, keep in mind that everything you do in the research project reflects on McMaster University, the DeGroote School of Business, your professor and your research team. Over the years, we have developed a good reputation with the business community and the public. Let us enhance it through conscientious work, competence, integrity and total honesty.

In summary, you will:

1. Begin to form a four or five-member team immediately. Submit in the dedicated group dropbox team members' names, McMaster email addresses and phone numbers.
2. Submit a one-page memo (Client Profile) identifying the client and your current understanding of the research problem to be addressed by the project.
3. Ensure that all contact with the client is conducted in a professional, business-like manner. This includes written as well as personal interactions.
4. Submit the Research Proposal for your Team Project. The final version of this proposal must be formally approved by me before being signed by the client.
5. Submit your Survey Proposal for your Team Project.
6. Each team will provide a formal in-class presentation of its research project. All teams must upload their slides to Avenue before the first presentation.
7. Submit your Final Report and your peer evaluation sheet.
8. See Appendix 1 for further description and details of the Team Project.

It is important that you make progress on your project throughout the term. Waiting till the end of the term to undertake key project activities may put you in a difficult position. A suggested project activity schedule is as follows:

WEEK	ACTIVITY
1, 2, 3, and 4	Form groups - Identify potential clients and projects - Select client and projects (<i>Team contract due week 2 - Client Profile due week 3</i>)
4, 5, and 6	Conduct secondary / exploratory research - Define the problem Select sampling approach - Select mode of data collection (<i>Final Research proposal due week 5</i>)
7, 8, 9, 10	Design questionnaire - Pretest questionnaire - Send out survey - Follow up on survey (<i>Questionnaire survey proposal due week 8</i>)
10, 11, 12, 13	Code data - Analyze data - Prepare presentation and report (<i>Report and Presentation due week 13</i>)

Academic Integrity

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at: <http://www.mcmaster.ca/academicintegrity>.

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Authenticity / Plagiarism Detection

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to: <http://www.mcmaster.ca/academicintegrity>.

Online Course Components

In this course we will be using e-mail and Avenue to Learn. Students should be aware that when they access the electronic components of this course, private information such as first and last names, usernames for the McMaster email accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

Requesting Relief For Missed Academic Term Work

Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedure on the DeGroot website at the link below: <http://ug.degroot.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

Student Accessibility Services

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

Academic Accommodation For Religious, Indigenous, or Spiritual Observances (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

Potential Modifications to the Courses

The instructor reserves the right to modify elements of the course during the term. There may be changes to the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

Summary of Key Dates/Weeks

Please note the dates and deadlines below. Failure to submit your assignment on time will have an adverse impact on your grade for that assignment. All submissions are to be submitted on the dedicated **Avenue Assignments Folders by 4:00 pm.**

Date	Description
Week 2-Jan 17	<i>Team:</i> Submit List of Team Members (names, mcmaster emails, and phone numbers)
Week 3-Jan 24	<i>Team:</i> Submit the Client Profile for the project, including a briefly Statement of the Research Problem (1 paragraph) as best you can at this point in time.
Week 5	<i>Individual:</i> Exam #1
Week 5	<i>Team:</i> Arrange a 20 mins meeting in my office during regular class hour, bring Draft Research Proposal with you.
Week 5-Feb 9	<i>Team:</i> Submit Final Research Proposal.
Week 8-Feb 28	<i>Team:</i> Submit Questionnaire Survey Proposal and Signed Agreement of Intent. <i>Individual:</i> Submit Interim Peer Evaluation.
Week 10	<i>Individual:</i> Exam #2
Week 13-March 30	<i>Team:</i> Submit Powerpoint Slides to Avenue by 10 a.m. Project Presentations in class.
Week 13-April 3	<i>Team:</i> Submit Final Report, Peer evaluation forms, copy of Client Invoice (if applicable) by 4.00. p.m. (Avenue Assignments Folder and dropbox outside DSB 203).

Class Schedule

Please note that the schedule may be modified to accommodate student feedback. An asterisk (*) indicates documents that will be made available from the course website (<http://avenue.mcmaster.ca>).

Week / Date	Topic	Readings	Activity / Deadline
Week 1 Jan 6,7,8	<ul style="list-style-type: none"> Course Overview Role of Marketing Research Marketing Research Process Problem Formulation Internal and Secondary Data 	Chapters 1,2, 3, and 9 (267-270)	*Homework Problem Set #1: Problem Formulation
Week 2 Jan 13,14,15	<ul style="list-style-type: none"> Research Design Exploratory Research: Focus Groups Exploratory Research: In-depth interviews, Projectives 	Chapter 4 and 9 (271-275)	*Homework Problem Set #2: Research Design Team Contract (Due Jan 17)
Week 3 Jan 20,21,22	<ul style="list-style-type: none"> Exploratory Research: Observation Survey Research: Survey Methods Survey Research: Questionnaire Design, Measurement, and Scaling 	Chapter 5, 6, 7, 8 and 9 (276-279)	Client Profile (Due Jan 24)
Week 4 Jan 27,28,29	<ul style="list-style-type: none"> Survey Research: Sampling Design and Procedures Survey Research: Sample Size 	Chapter 11 and 12	Exam Review *Homework Problem Set # 3: Sampling Design *Homework Problem Set # 4: Sample Size
Week 5 Feb 3,4,5	<ul style="list-style-type: none"> Exam 1: Thurs, Feb 6, 6-8pm Room: ITB 137 Project Review and team meetings 		Final Research Proposal (Due Feb 9)
Week 6 Feb 10,11,12	<ul style="list-style-type: none"> Ethical Issues in Marketing Research Data Analysis: Road Map Data Analysis: Single Variable Analysis, Cross Tabs 	Chapter 13 and 14 (442-448)	*Homework Problem Set # 5: Cross Tabs
Week 7	Midterm Recess		
Week 8 Feb 24,25,26	<ul style="list-style-type: none"> Data Analysis: Regression 	Chapter 14 (442-461)	Signed Agreement of Intent, Interim Peer Evaluation, Questionnaire Survey Proposal (Due Feb 28)
Week 9 March 2,3,4	<ul style="list-style-type: none"> Causal Research 	Chapter 10 (295-324)	Exam Review
Week 10 March 9,10,11	<ul style="list-style-type: none"> Exam 2: Thurs, Mar 12, 6-8pm Room: ITB 137 Project Review and team meetings 		
Week 11 March 16,17,18	<ul style="list-style-type: none"> SPSS Data Analysis Exercise 		

Week 12 March 23,24,25	<ul style="list-style-type: none"> • Using SPSS for Data Analysis: Team Project 		
Week 13 March 30,31,32	<ul style="list-style-type: none"> • PRESENTATIONS 		Powerpoint Slides <i>(Due 10 a.m. on March 30)</i> Final Report, Peer evaluation forms, Copy of Client Invoice (if applicable) <i>(Due 4.00 p.m. on April 3)</i>