MARK 3220: Marketing Research

Fall 2017

Syllabus

Instructor	**Teaching Assistant**
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Course website: http://canvas.ust.hk

When and Where

L1: Tu, Th 9:00 - 10:20; LSK 1001

L2: Tu, Th 1:30 - 2:50; LSK 1003

L3: Tu, Th 10:30 - 11:50; LSK 1001

Overview

The course is designed to teach you the basic principles and tools in marketing research, from problem formulation to research design, and from data collection to data analysis. Students will learn how to design a market research to address management problems from analysts' perspective, as well as how to evaluate and interpret research findings from clients' perspective. The learning may be beneficial to future careers in market research, consulting, marketing management, and entrepreneurship.

There are two modules of the course. The first module introduces the building blocks of marketing research, including problem formulation, research design, and data collection methods. The second module teaches you how to use statistical tools to answer research questions.

A major objective of the course is to give you some "hands-on" exposure to techniques that are fundamental to most marketing research. To that end, you will conduct a small-scale research project together with a group of classmates. The project can help you understand the concepts and methods learned in class and prepare you for conducting large-scale research in your future career.

Prerequisites (strict)

Marketing Management (MARK 2120) and Business Statistics (ISOM 2500).

Reading material

Brown, Tom J., Tracy A. Suter, and Gilbert A. Jr. Churchill, **Basic Marketing Research**, 8th Edition, CENGAGE Learning. – available in the campus bookstore

Software and Survey Tools

Most of the data analysis can be done in Excel. However, we will also rely on SPSS for more advanced analyses. SPSS is an intuitive, menu-based program that you can easily learn on your own. If, however, you are already familiar with a different package (e.g., R, Stata, SAS, JMP, Matlab), feel free to use it. Although we do not offer tutorials on how to use SPSS, there will be some introduction to the software in class as well as supplemental materials to help you learn the basics. You can access to SPSS through either Computer Barn A (https://itsc.ust.hk/services/academic-teaching-support/facilities/computer-barn) or Virtual Barn (http://itsc.ust.hk/services/academic-teaching-support/facilities/virtual-barn/).

For the class project, most of you will conduct survey study. There are various ways of distributing questionnaires. Online survey is one efficient way. There are many online survey tools available in the market (e.g., Qualtrics, SurveyMonkey, Google Forms). HKUST students now can use Qualtrics to conduct survey studies. For instructions on creating a Qualtrics account, please check ITSC's website "Qualtrics – How to Create an Account?". You may also like to visit "Learn Qualtrics in 5 Steps", an online tutorial that lets you master Qualtrics in a short time.

Tutorials

There will be NO tutorials for this course.

Enrollment

The add/drop period is September 1-14. There are three sections of the same course at different time and location. You should choose one that best fits your schedule and attend the section throughout the course. No change in section will be allowed after September 14.

For general enquiries about enrollment, please contact Executive Officer, Miss Roxanne LAU (mkrox@ust.hk).

Course Grading (100 points)

Best 2 out of the 3 quizzes	40%
Class Participation	8%
Marketing Experiment	2%
Group Project	

- Research proposal   5%
- Exploratory research   10%
- Questionnaire design   5%
- Presentation   10%
- Final Report   20%

Quiz

There are three quizzes designed to assess how well you understand the course materials as the course progresses. The first two quizzes take place midway while the final takes place during the final exam period (to be scheduled). Quiz questions cover materials addressed in the lectures.

Hence, attending lectures is essential for a good score. Most of the lectures are based on the textbook, which provides more detailed explanations and cases that help you understand the concepts in class. You may find the textbook very useful when preparing for the quizzes.

We understand that personal circumstances (e.g., illness, accidents, interviews, etc) may sometimes cause students to miss or underperform during a quiz. To help protect your grade against such unfortunate events, only your best 2 (out of 3) grades will be counted. Therefore, and also out of fairness towards other students, there will not be a make-up exam.

Individual Class Participation

1. **Attendance**
   The basic component of participation is class attendance. In each class, we will use the iPRS system to keep track of attendance. The records will provide an objective measure of your participation in class. You can find the guide to use the iPRS system on the course website. A few things to note:
   - The iPRS access code for each lecture will be provided on the board. You should use it to log in once you enter classroom.
   - Be honest. We will from time to time check whether attendance records on iPRS match actual attendance in class. If you are found to ask your friend to help you take attendance on the system while you are absent, you will lose all the credits for attendance of the entire course (8 points). Moreover, your friend who has helped you cheat will also lose his/her credits.
   - Absence from a lecture generally means you will lose the credit for that lecture. If you are not able to attend a lecture due to unforeseen factors such as illness, we will consider giving you the credit. This will be evaluated case by case. You are expected to email me _prior to_ the class and provide proper documentation after the event (e.g. doctor's notes).

2. **Participation**
   In addition, you will earn bonus points if you bring valuable contribution to the lectures. Examples include raising interesting/relevant questions, answering questions asked by the instructor, and giving comments that add additional insights. Here, not only the quantity, but also the _quality_, of the questions/answers/comments matters. The maximum amount of bonus one can get is 5 credit points. Thus, in theory, one can get at most 8+5 = 13 points for class participation. To make sure your participation is counted, please bring your name tag during each lecture. A few things to keep in mind about participation:
   - A good question/comment is one that is relevant to the discussion and increases everyone's understanding of the issues involved. So lengthy discourses on extraneous material and repetition will not be rewarded.
   - The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.
   - Some discussion is neutral and not graded. For example, the instructor may call upon someone with experience in a country, culture, or company.

Marketing Experiment

In accordance with HKUST's research mission, students in all marketing courses are expected to complete a research requirement during the semester. The purpose of this assignment is to give you a brief acquaintance with the type of research conducted in behavioral sciences. You can fulfill this requirement in either one of the following two ways:

1. Sign up for two marketing experiments. See the document *Marketing Experiment* on the course website for detailed instructions. You are advised not to wait until the final weeks of the semester to participate in the marketing experiment.
2. Write two 2-page critiques of academic articles. You can find articles from top field journals, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*. The deadline for submission is last day of classes, <u>November 30</u>.

Group Project

The group project provides you with an opportunity to apply your learning in class to real-world problems, helping you better understand the course materials. The project consists of 4 stages:

Stage 1: Activities: Form your group and select a research topic (2-3 weeks)

    Outputs: Group formed and research topic finalized **(Due 9/20, Wed, 5pm)**

- Each group should have at least three but no more than six members. If you are unable to find teammates, please e-mail the TA and we will do random matching. No change in group members is allowed after September 20.
- Each group should have its own name to be used throughout the course. Be creative on the group name. Consider it the brand name of your group. If you have a slogan for your group, feel free to use it.
- Each group should provide a color photo of the whole team. Please add a note indicating the corresponding name of each person in the photo.
- Each group should submit a brief summary of the topic of the project (no more than two pages), discussing the background of the topic, problem formulation (decision and research problems), and plans of research design.
- In sum, the submission should include two separate files:
    1. Information about the group name, each group member (official name and nick name used in the name tag), AND a color photo.
    2. The summary of your project topic.

Stage 2: Activities: Refine research problems and design (1-2 weeks)

    Outputs: Research proposal **(Due 10/6, Fri, 5pm)**

- Once you get the feedback from us, you should start working on a formal research proposal. It is recommended that you submit the proposal as soon as possible (even before the deadline) so that you can start conducting exploratory research (Stage 3).
- The research proposal should include details about:
    - Problem formulation

- What is (are) the decision problem(s)?
- What are the research problems?
  - o Research design
    - To address each of the research problem, what research design and method will you adopt?
  - o Plan for data collection and analysis
    - For each of the research method, how will you collect the data? E.g., who will you recruit as the participants for your interview or focus group? How many? Through what channel (face-to-face, phone, online, etc)?
    - For each of the method, how will you analyze the data if you collect them?
  - o Time schedule
- Please limit your proposal to three to five pages.

Stage 3: Activities: Conduct exploratory research AND draft a questionnaire for descriptive research (3 weeks)

Outputs: Summary of exploratory research and questionnaire design **(Due 10/27, 5pm)**

- In this stage, you should conduct some exploratory research that helps you revise your research plan and design your questionnaire for more in-depth data analysis.
- Each group should submit a report with a summary report of the exploratory research **AND** a draft of questionnaire design.
  - o For each research method you used, state the objectives (what are the research problems to be addressed), provide details about how you collected the data (who are the subjects, where and how did you conduct the study), and finally interpret and conclude the results (what are the key findings).
  - o It is strongly recommended that you videotape the focus group studies or depth interviews if feasible. The videos may be quite useful later (in presentation or writing the final report). You can submit one of the videos (small-size) as part of your report.
  - o Having all the results from the exploratory research, if you decide to make changes to the original research problems you started with, then you should summarize and discuss the changes.
  - o The summary report should not exceed 10 pages.
  - o In a separate document, please provide a draft of your questionnaire for the descriptive research in the next stage. If you design the questionnaire using some online tool, please provide a screenshot of each page.

Stage 4: Activities: Conduct descriptive research and analyze data (4-5 weeks)

Output 1: Oral presentation **(11/28 and 11/30, class time)**

- Each group has 15 to 18 minutes (including Q&A) to present their project. The order of the presentations will be randomized.

- The presentation should summarize the essential elements of your research project. A guideline for research presenting will be provided in the lecture (Reporting Research).
- Because of time constraint, it is recommended that the presentation cover the most important points and results of the research project. Some minor findings or technical details can be summarized in the final report.

Output 2: Final report **(Due 12/4, Mon, 5pm)**

- After your presentation, each group should write up a final report that is no more than **15** pages (excluding the appendix, cover page and table of content). A guideline for writing project reports will be provided in the lecture (Reporting Research).
- Similar to the oral presentation, the final report should cover the key process of marketing research that you have learned in class. Since the exploratory research has already been summarized in details in the report of Stage 3, you should simply provide a very brief summary of the exploratory results and place the emphasis on the descriptive research.

Submission on Canvas

You should submit all group assignments on Canvas. Each group should delegate one person to submit the work instead of making multiple submissions by different persons.

Project Consultation

We will provide feedback to help you improve the project. There are three opportunities, Sep 26, Oct 31, Nov 23, for each group to meet with the instructor in person to discuss the progress and resolve any questions related to the project. Details for the consultation schedule will be provided a week in advance.

Grading

It is important to note that when grading the project we will take into account how well you incorporate the feedbacks in the earlier stages. Therefore, the grade is an overall assessment of how you learn throughout the whole project.

Peer Evaluation

As in professional research projects, every team member should invest appropriate time and effort. However, this may not always be the case. Hence, we will collect peer evaluations at the end of the semester. Each of your group members will need to submit separately an evaluation of your teammates' contribution to the research project. Based on the peer evaluation, we may adapt the grades of individual students to fairly represent their input.

Questions About the Course

Your teammates are obviously your number one source of help. You will need to work together a lot. If you need any additional help, please contact Poey Lai, your teaching assistant. Note that Poey

assumes responsibility for many other students. Hence, please respect her time. This means checking the syllabus or your classmates first if you are uncertain about general class issues.

If there are things for which you think only I can help you, please come see me after class rather than send me an email. I will gladly address your question/comment right away if I can. If not, I will set up a time to meet with you in my office.

Course Schedule

Date	Topic	Readings
9/5 Tuesday	L1. Introduction	Chapter 1
9/7 Thursday	L2. Marketing Research Process	Chapters 2 and 3
9/12 Tuesday	L3. Research Design I: Exploratory Research	Chapter 4
9/14 Thursday	L4. Research Design II: Descriptive and Causal Research	Chapters 8 and 9
9/19 Tuesday	L5. Data Collection I: Methods and Measurements	Chapters 11 and 12
9/21 Thursday	L6. Data Collection II: Questionnaire Design	Chapter 13
9/26 Tuesday	Project Consultation	
9/28 Thursday	No class (Quiz preparation)	
10/3 Tuesday	No class **Quiz 1** (18:00-19:30)	
10/10 Tuesday	L7. Data Collection III: Sampling	Chapters 14 and 15
10/12 Thursday	L8. Data Analysis I: Preliminary Steps	Chapter 16
10/17 Tuesday	L9. Data Analysis II: Descriptive Analysis	Chapter 17 (Basic univariate statistics)
10/19 Thursday	L10. Data Analysis III: Hypothesis Testing (Part 1)	Chapter 17 (Hypothesis testing)
10/24 Tuesday	L11. Data Analysis IV: Hypothesis Testing (Part 2)	Chapter 18 (Indep. and paired samples t-test)
10/26 Thursday	No class (Quiz preparation)	
10/31 Tuesday	Project Consultation	
11/2 Thursday	No class **Quiz 2** (18:00-19:30)	
11/7 Tuesday	L12. Data Analysis V: Regression Analysis (Part 1)	Chapter 18 (Regression)
11/9 Thursday	L13. Data Analysis VI: Regression Analysis (Part 2)	Supplemental reading

11/14 Tuesday	L14. Special Topic: Conjoint Analysis	Supplemental reading
11/16 Thursday	L15. Reporting Research	Chapters 19 and 20
11/21 Tuesday	L16. Synthesis	
11/23 Thursday	Project Consultation	
11/28 Tuesday	Student Presentations	
11/30 Thursday	Student Presentations	
Final exam period	**Final Quiz** (To be scheduled)	