Note: This is a preliminary syllabus. Some of the cases and schedule may change. I will finalize the syllabus by early summer.

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Course Overview and Objectives

Market research is about providing relevant, accurate and timely information for marketing decision-making. Whether or not you ever work in a marketing research function, you most likely will need to deal with marketing research, either as a producer or as a user.

This course focuses on understanding marketing research; its process, its outputs and its applications. The goal is to enable you to be a critical consumer of marketing research – to effectively evaluate marketing research proposals; interpret, review and criticize marketing research reports and evaluate their usefulness to management. The course will also provide a foundation from which you can pursue further training should you desire to become a research specialist.

By the end of the semester you will be able to:

- Take general marketing problems and translate them into specific questions amenable to research;

- Evaluate alternative research approaches and designs, and select the most appropriate one for a particular problem;

- Understand primary and secondary sources of marketing research data, including issues in data collection and sample selection;

- Become familiar with specific techniques for analyzing marketing research data and use the results of those analyses to make better marketing decisions.
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>9/27</td>
<td>Introduction Marketing Research Process</td>
<td>Chapters 1 - 3</td>
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<tr>
<td>10/4</td>
<td>Research Design and Data Sources</td>
<td>Chapters 4 - 6</td>
<td>Case for discussion</td>
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<td>Secondary Data Sources</td>
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<tr>
<td>10/11</td>
<td>Qualitative Research Experimentation</td>
<td>Chapter 8</td>
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<td>Chapter 13</td>
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<td>10/18</td>
<td>Case Discussion</td>
<td>Boston Fights Drugs</td>
<td>Case Write-Up</td>
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<td>Survey Research</td>
<td>Chapters 9 and 10</td>
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<tr>
<td>10/25</td>
<td>Attitude Measurement Questionnaire Design</td>
<td>Chapters 11 and 12</td>
<td>List of Group Members</td>
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<tr>
<td>11/1</td>
<td>Sampling Procedures</td>
<td>Chapters 14 and 15</td>
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<td>Sample Size Determination</td>
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<td>Distribute Quiz</td>
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<tr>
<td>11/8</td>
<td>Quiz Review</td>
<td>Chapter 16</td>
<td>Quiz due</td>
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<tr>
<td></td>
<td>Fundamentals of Data Analysis</td>
<td>Chapter 17 (p 460-466)</td>
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<td>Examination of Differences</td>
<td>Chapter 18 (p 479-491)</td>
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<tr>
<td>11/15</td>
<td>Investigation of Association</td>
<td>Chapter 17 (p 466-471, 474-475)</td>
<td>Case write-up/assignment due</td>
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<td>Chapter 19 (p 516-521)</td>
<td>(TBD)</td>
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<td>11/22</td>
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<td>No Class – Happy Thanksgiving!</td>
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<td>11/29</td>
<td>Regression Analysis</td>
<td>Chapter 19 (p 521-541)</td>
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<td>Statistics Session</td>
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<td>12/6</td>
<td>Case Discussion</td>
<td>Nopane Advertising Strategy</td>
<td>Case Write-Up</td>
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<td>Applications of Marketing Research</td>
<td>From Chapters 24 and 25</td>
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<tr>
<td>12/13</td>
<td>Presentations</td>
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<td>Project Presentation Due</td>
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<tr>
<td>12/20</td>
<td>Presentations</td>
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**Course Prerequisites**

B01.2310  Marketing  
B01.1305  Statistics and Data Analysis  

**Course Materials**

Textbook: Aaker, Kumar, Day and Leone, Marketing Research, 10th Ed. John Wiley & Sons. (The Student Version of SPSS is included with the text.)  

Case Packet.  

I strongly suggest you consider buying a 6-month license for SPSS Grad Pack (*not* the Grad Pack Base). You can purchase it at the estore at [www.onthehub.com](http://www.onthehub.com). The cost is around $85 for the downloadable version. If you think you might use the software beyond our course, then you might want to consider buying it for your own use (usually on 2 computers) for right around $200.  

If you do not wish to buy the software, it is available in the computer labs at Bobst Library.  

Handouts to be distributed in class.  

**Grading and Course Format**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Quiz</td>
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<tr>
<td>Group Project</td>
<td>35%</td>
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<tr>
<td>3 Case Write-Ups/Assignments</td>
<td>35%</td>
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<tr>
<td>Class Participation</td>
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Note: All written assignments and the quiz must be submitted both as hard copies in class and via Turnitin on Blackboard.  

If you think a mistake has been made in the grading of an assignment, please formally write me a note that describes the mistake made in the grading and submit that note with the original graded document. Keep in mind that any request for a reassessment of a judgment call made in the grading of any answer will result in the re-grading of the entire document.  

**Quiz:**  
There will be one quiz that consists of multiple choice and short answer questions. It will cover all material discussed during the first half of the semester. It will be a take-home quiz and you will have a week to complete it.
**Group Project:**
You will be involved in a group project throughout the semester, focused mostly on the second half of the course when we cover data analysis.

The primary objective of the project is to provide you with experience in applying the concepts and methods of marketing research.

Each group will use the same set of data, hence the project will focus on your creative analysis and presentation of the results.

Detailed requirements are provided in Appendices A and B.

Note on statistical analysis: You may use any software package you like to analyze your data. The Student Version of SPSS comes with the textbook, but it is somewhat limited in that it only allows you to use/create a total of 50 variables. Several other statistical packages are available in the NYU computing labs, such as MINITAB. Please let me know if you need any help.

At the end of the semester each group member will rate the performance of him/herself and every other group member on both the time/effort and quality of work put into the project. The Peer Evaluation form is Appendix C.

**Case/Assignment Write-Ups:**
You are required to hand in three write-ups for the cases/assignment we will discuss in class. They must be typed, double-spaced, using a reasonable font (10-12 pt.) and be **two pages** long at most (not including exhibits).

I will be distributing specific questions to be answered for each case a week or two before the case will be discussed in class and your write-ups are due.

**Class Participation:**
I expect you to contribute to class discussion. Please do the assigned readings for the scheduled days so that you are best prepared to ask questions and comment on the material covered in class. This will make the learning process much more enjoyable and productive for you and for me!

Class attendance and participation will be monitored. Attendance is a necessary but not sufficient condition for a good participation grade. Credit will be given more on the basis of quality of contributions rather than quantity.
Class Policies

Out of respect for the other students in the class, it is important for you to focus your full attention on the class, for the entire class period. While most students do observe proper decorum, it takes only a few to bother the entire class, and Stern students have complained to the school about students who use class time for other purposes or act in a disruptive manner. In this busy, electronic age I ask you to observe the following standards:

- Arrive for class on time. If for some reason you do need to arrive late or leave early, please let me know in advance if possible.

- Turn off your cell phone, “Blackberry,” and any other communications device.

- The only material you should have in front of you is reading concerned with the class. Reading of any other material, such as newspapers or magazines, or doing work from another class, is not acceptable.

- Very Important!!!! Laptops are NOT allowed in class. Notes will be available prior to each class on Blackboard and hard copies will be handed out during each class as well.

Academic Integrity

Integrity is critical to the learning process and to all that we do here at NYU Stern. All students are expected to abide by the NYU Stern MBA Honor Code. Your responsibilities include, but are not limited to:

- A duty to acknowledge the work and efforts of others when submitting work as one’s own. Ideas, data, direct quotations, paraphrasing, creative expression, or any other incorporation of the work of others must be clearly referenced.

- A duty to exercise the utmost integrity when preparing for and completing examinations, including an obligation to report any observed violations.

Please see http://w4.stern.nyu.edu/emplibrary/Honor%20Code%20rev.pdf for more information.

Students with Disabilities

If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

Please see www.nyu.edu/csd. for more information.
Feedback

If you have any questions or concerns about the course content, teaching, grading or if you have any suggestions for improvement, please do not hesitate to discuss them with me.

I'm looking forward to a challenging, provocative, interesting, productive and enjoyable semester together!
Appendix A
Guidelines for the Group Project

The project, to be done in groups of 3-5 students, is intended to provide you with first-hand marketing research experience and to illustrate the concepts and methods discussed in class. It involves:

1) Identifying a set of research objectives
2) Determining an analysis plan to meet those objectives
3) Analyzing the data, with appropriate statistical testing
4) Presenting key findings, conclusions and recommendations

An important aspect of this project is that each team will be analyzing the same set of data. The intent is to free you from the often time-consuming tasks of designing a survey, finding people to take it and gathering responses. This way you can focus on “creative” analysis and interpretation of the data and presenting your results in an interesting and persuasive way.

The last two class sessions will be devoted to group presentations.

Appendix B
Project Presentation

Guidelines:
- Each team will have 30 minutes, so plan for a 20-minute presentation and 10 minutes of questions/discussion.
- You can use any type of format you like (e.g., PowerPoint, Word).

Suggested Outline (in PowerPoint slide equivalents):
I. Research objectives (1-2 slides)
II. Analysis plan (1-2 slides)
III. Key Findings (8-10 slides)
IV. Implications and recommendations (1-2 slides)
V. Surprises/Wishes/Suggestions for Improvement: identify at least one finding that surprised you, at least one aspect of analyzing the data that surprised you, and identify any suggestions you have for improving the survey (1-2 slides)

Note: The only deliverable you have for this project is your presentation, which I will be grading. The version of your presentation that I grade should be properly annotated and self-explanatory. You can either present in class directly from this version, highlighting the key information, or simply use a shorter version of your presentation. The choice is yours.
Appendix C

Peer Evaluation Form

Please fill out the following form to determine each person’s contribution. Rate yourself and each of your group members on the following:

- The time and effort spent on the project
- The quality of input

Use the following 5-point scale for this purpose. Enter the number from this scale that you think most appropriately describes each person’s contribution on the two parameters.

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<tbody>
<tr>
<td>Poor</td>
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<td>Excellent</td>
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<tr>
<th></th>
<th>Effort</th>
<th>Quality of Input</th>
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<tr>
<td>Your name:</td>
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<td>Member #1:</td>
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<td>Member #5:</td>
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Please make any comments that you have regarding your group below.
PERSONAL PROFILE

Your Name: _______________________

Your Email: _______________________

When did you begin your Stern MBA studies? ___________________

Are you in the daytime or evening program? ___________________

What courses have you taken so far? ______________________________________
_____________________________________________________________________
_____________________________________________________________________

Please answer the following questions so I can learn more about you. This information will help ensure that the course will be valuable and enjoyable.

1. Briefly describe your current job.

2. What type of business experience have you had with marketing? Have you worked in brand or product management? Have you worked with brand or product marketing? Have you ever worked with an advertising agency or other type of marketing communications company? Have you worked in marketing research or with a marketing research company?
3. What do you hope to get out of this course?

4. What would you like to be doing in your career 3 years from now?

5. Tell me something interesting about yourself or something you think I should know about you.