

# Marketing Research

(2014-2015, 4rh Module)

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**Class meetings:** Tue. & Fri. 10:30am~12:20 pm

**Classroom:** TBA

**Office hours:** Tue. & Fri. 2:00 ~3:00 pm or by appointment

**TA:** TBA

## I. Course Description

Do you know how the price of a product is determined? How do you forecast future market share for your new product? Can you predict the size of your potential market? This course teaches contemporary marketing research concepts and methodology that aids marketer's decision-making, with an emphasis on the real market place. Particularly, you can learn what information you need to make better decisions and how to obtain high quality data and analysis as a marketing manager? Topics covered will include data collection methods, such as survey and experiment, and data analysis techniques such as conjoint analysis and regression methodology. Non-management students are also recommended to enroll because it is non-sense to understand or analyze a firm without understanding how marketing decisions are made in its organization!

## II. Objective of the course

- 1) Provide students with a working knowledge of the concepts and methods of marketing research
- 2) Understand the data collection process and increase sensitivity to the biases and limitations of marketing data
- 3) Develop the students' problem analysis skills, and ability to translate a management problem into a feasible research question

## III. Course Design

### 1. Textbook

"Marketing Research (2010)" by Dvid A. Aaker, V. Kumar, George S. Day, and Robert P. Leone, Wiley (ISBN: 978-0-470-31725-9)

### Additional reference

- \* "Econometric Theory and Methods" (2004) by Russell Davidson and James G. MacKinnon, Oxford
- \* "Microeconometrics: methods and applications" by A. Colin Cameron and Pravin K.Trivedi, Cambridge

\* “Choice-Based Cojoint Analysis Models and Decisions (2011)” by Damaraju Raghavarao, James B. Wiley, and Pallavi Chitturi, Chapman & Hall/CRC

## 2. Course Assignments

1) Cases Studies: team project (3): A team will be formed before the first case is provided. Students are expected to submit their final version of reports by the specified due date; we will discuss each assignment once it is completed.

2) Data Analysis Problem (2): Individual project. A student must solve the problem sets by using the technique learnt from the courses. Data would be given by the instructor. You can use MS-Excel or Stata to solve this problem set. Students are also required to submit their final version of reports by the specified due date; we will discuss each problem set based on your results.

3) Survey Design & Analysis: students prepare their business problems (or research questions) and design survey questionnaire and collect data to solve their problems. The topic can be freely chosen from any business field, but topic closely tied to their theses or business plans would be strongly recommended. Once you collect data from your survey, students are asked to analyze the results by using research methods learnt in the class. Students will be asked to present their reports to their peer students at the end of the course.

## 3. Grading

	%
Participation	20
Case Study (Team)	20
Data Analysis Problem (Individual)	20
Survey Design & Analysis (Team)	40

### Criterion of Survey Design & Analysis Evaluation

#### 1) Data Collection (15)

- Can your data answer your research questions (business problems) properly? (5)
- Are your survey questionnaires accurate enough? e.g. Wording, Sacle, and so on (5)
- Is your data collection procedure efficient? e.g. Sample size, Sampling error, and so on (5)

#### 2) Data Analysis (10)

- Property of Analysis Methodology. e.g. Alternative options (5)
- Interpretation / Logic / Understanding (5)

#### 3) Presentation (15)

- Presentation Skill: clearly explain the business concept to audience
- Presentation Preparation / Attitude / Feedback to Audience Comments

\* Additional points are given to whom provide meaningful comments to others' presentation up to 10 points

#### **4. Class Participation**

You are neither expected to have all the right answers in every class nor to dominate every in-class discussion. However, you are required to be prepared and contribute regularly to our class discussion. Learning depends heavily upon thorough and lively participation especially when you don't have work experience. Since I may from time to time call on individuals even when their hands are not raised, you should let me know before the start of class if some emergency has made it impossible for you to be prepared adequately for that class.

Naturally, there are students who do not feel comfortable contributing verbally in the classroom. We should all try to make the classroom atmosphere as congenial as possible to assist all of our colleagues in the class participation process. This does not, however, mean that you must agree with every comment offered by your classmates (i.e., it's ok to disagree).

#### **5. Class Room Policies**

- Do not disturb other classmates with distracting devices such as cell phones and laptops.

- **Additionally, please display the name card.** My classes are very interactive, and so it is important for me to know who you are.

- Do not come to class late or leave early. Once the class starts you are expected to stay in your seat. Of course, I understand that there are special circumstances that can make this necessary; if you do need to come to class late, or leave early, please let me know ahead of time.

- Do not disturb other classmates with distracting devices such as cell phones and laptops.

- Finally, please remember that we have a strict academic dishonesty program here. For example, you need to be careful not to plagiarize from other sources. Failure to adhere to these policies will result in a failing grade.

## 6. Course Schedule

week	Contents	Reading	Assignment Due
1	- Course description	-	
2	- Introduction of Marketing Research - Exploratory Research : Secondary, Standardized Data, Qualitative and Observational Method	Ch. 1 - Ch. 8	Team Formation
3	- Exploratory Research : Secondary, Standardized Data, Qualitative and Observational Method	Ch. 1 - Ch. 8	
4	Descriptive Research Survey Method & Design	Ch. 9 – Ch12.	Case Study I
5	Descriptive Research Survey Method & Design	Ch. 9 – Ch12.	
6	-Causal Research : Experimental Design	Ch.13	Case Study II
7	-Causal Research : Experimental Design	Ch.13	
8	Sampling	Ch.14 – Ch. 15	
9	Sampling	Ch.14 – Ch. 15	Case III
10	Data Analysis I - Hypothesis test - Analysis of Variance (ANOVA)	Ch. 16 - Ch. 18	
11	Data Analysis I - Regression Analysis	CH.19	
12	Data Analysis II - Regression Analysis	CH.19	
13	Data Analysis II - Conjoint Analysis	Ch. 21, Ch.22 * Reference	Problem Set I
14	Data Analysis II - Forecasting Market Potential	* Reference	
15	Data Analysis II - Choice Model	* Reference	
16	Data Analysis II - Choice Model		Problem Set II
17	Final Presentation	Final	Present Survey Analysis
18	Final Presentation	Final	Present Survey Analysis