

Marketing
Course Number: 22:630:604
Course Title: Marketing Research

COURSE DESCRIPTION

Marketing research is a process that generates information to guide managerial decision-making. This course provides an overview of the marketing research process by dissecting and investigating many of its major components: problem formulation, research design, data collection, and analysis of data.

Class sessions will generally include lectures, discussions, and in-class exercises. Lectures will examine problem formulation, research design, data collection, and analysis techniques central to marketing research. Discussions and exercises will provide an opportunity to apply lecture concepts to real business problems.

This course will help develop tools and skills vital for managerial decision-making. In taking this course, you will learn to:

- Translate marketing problems into research questions
- Evaluate alternative research designs by their strengths and limitations
- Identify and understand different methods of data collection
- Analyze and interpret collected data
- Use statistical software to examine real-world marketing research problems
- Communicate and present research findings

COURSE MATERIALS

Optional Textbook:

Marketing Research, 12th ed.; by Aaker, Kumar, Leone, and Day; published by John Wiley & Sons, Inc. The 12th ed. is available in the following options:

- Hardcover: ISBN 9781119355274
- Ebook: ISBN 9781119238720

Cases:

Assigned cases may be purchased directly from Harvard Business School Publishing. A link to each case will be provided via Canvas.

Canvas:

Course documents will be placed on Canvas. (<https://canvas.rutgers.edu/>). Please check regularly. Make sure that your preferred email is on file with the university, as you will receive all Canvas notifications through this address.

Other Materials:

Excel will be required for data analysis sessions. Excel 2016 or later is highly suggested. SPSS or other statistical software may be used as an alternative to Excel. Google Sheets is not sufficient for this course.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s):

- **Knowledge.** Students will broadly understand basic business theory and practice and expertly understand marketing theory and practice.

Students who complete this course will demonstrate:

- a) Knowledge of concepts within marketing and an ability to integrate and apply these concepts to practical business problems.
 - b) Ability to apply appropriate quantitative methods to analyze business data, and ability to apply quantitative modeling techniques to analyze business plans and decisions.
- **Effective communication.** Students will be able to effectively communicate their knowledge to various stakeholders.

Students who complete this course will demonstrate:

- a) Ability to construct clear, concise, and convincing written business communication.
- b) Ability to deliver clear, concise, and convincing spoken communication.

PREREQUISITES

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS POLICIES AND EXPECTATIONS

Please be respectful and considerate to your classmates. Please arrive on time. If you are late to class, please enter as quietly as possible. If you must leave class early, please inform me ahead of time. If you miss a session, please contact a classmate regarding missed notes and announcements.

GRADING POLICY

Final grades will be determined in the following manner:

Exam 1:	20%	Exam 2:	20%
Assignments:	20%	Participation:	10%
Group Project:	30%		

Exams:

You will take two open-note exams in this course. Each exam will consist of short answer and multiple choice questions.

Attendance is mandatory for each exam. If you cannot attend an exam, you must inform me in advance and provide documentation if requested.

Assignments:

The best way to retain this course’s material is through hands-on application. To this end, you will be given assignments that require you to apply methods covered in lectures.

You may complete homework assignments individually or with a partner. Assignments are due before the beginning of class on the stated due date.

Group project:

During the semester, you will perform the major steps of marketing research through a course project. You will identify a marketing research problem, create an appropriate research design for your problem, collect data, statistically analyze your data, and report your findings.

You will work in groups of four to five students for the group project. I expect all students to contribute equally to the project; however, I will invite peer evaluations to readjust grades as necessary.

Participation:

To apply course concepts to real marketing problems, course sessions will incorporate discussions of business cases and articles. The value of these discussions depends upon the thoughtful contributions of the entire class. Accordingly, I expect you to participate in class discussions.

COURSE SCHEDULE

Please note that the schedule below is subject to change.

Topic	Remarks	Chapters
Overview of Marketing Research		3, skim 1
Intro to Research Design & Data Collection		4, skim 5-6
Survey Design		11-12, skim 9-10
Intro to Data Analysis; Regression	Assignment 1 posted	16-17, 19
Regression Analysis		19
Conjoint Analysis	Assignment 1 due	21
Exam 1; Project meetings		
Choice Models	Assignment 2 posted	

Experiments		13
Interviews & Focus Groups	Assignment 2 due	8
Personal Observation Research		
Exam 2; Project meetings		
Presentations		
Presentations	Paper due	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]