COURSE DESCRIPTION

Marketing research is the function that links the consumer, customer, and public to the marketer through information. In today’s digital world, the proliferation of new media platforms such as social media, search engine and new technologies such as mobile, cloud computing, and artificial intelligence (AI) have transformed customer behavior and created an overwhelmingly amount of information for marketers. To efficiently extract useful insights in time from multiple data sources has become critical in today’s marketing decision process.

The goal of this course is to provide a fundamental understanding of marketing research methods and best practices in the digital world for future marketing managers. The main objectives are:

1. To build systematic marketing problem analysis and holistic omnichannel marketing management skills in both B2B and B2C settings
2. To develop a critical eye for new digital sources of internal data and external competitive data (from websites, social media, search engine, etc)
3. To gain “hands-on” experience with the full process of marketing research from problem formulation to research design, data collection methods, questionnaire design, sampling schemes, and data analysis.
4. To learn marketing research tools that are widely used in industries

COURSE MATERIALS

- Recommended (not required) course textbooks is:
- Tableau data visualization software
  - The download and activation instructions are on the homepage of our Canvas course site
  - Our trial license gives us full access to Tableau Desktop version for 6 months
  - Cases, datasets and lecture slides/recordings will be posted on Canvas every ()

Cases, lectures, problem sets, and projects may be used to illustrate effective approaches to current digital marketing research problems. A variety of industry settings, that encompass both B-to-C and B-to-B marketing contexts, are used to explore the wide-range of marketing research concepts and
practices.

It is important to note that the course assumes a basic understanding of both marketing concepts and statistics. However, the focus of this course is not on statistical techniques. Rather, the course is intended to provide a broad overview of both qualitative and quantitative market research practices, along with their managerial implications.

DEADLINE EXTENSION

Deadlines will not be extended (late submissions will not be graded) unless you have a serious reason, and, in such cases, you must notify the instructor before the deadline.

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.

CONFIDENTIALITY

From time to time in the course, you will be exposed to potentially sensitive company data. In order to assure continued support for the school and this course, it is assumed that no course materials, data, slides, or homework should be shared or shown to anyone outside this class without the instructor’s consent.

EXAM DATES AND POLICIES

There are NO EXAMS!

GRADING POLICY

Your grade will be determined based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Individual assignments</td>
<td>40%</td>
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<tr>
<td>Group projects</td>
<td>40%</td>
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No extra credits will be offered throughout the course. The final grade will be based on the ranking of your total score in class. Following the department grading guidelines, I will implement the following grade distribution: A 20%, A- 30%, B+ 30%, B and below 20%.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. I will adjust grades only if I have made an error.

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>MR Tools</th>
<th>Activity Due</th>
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<tbody>
<tr>
<td>1</td>
<td>Marketing Research in a Digital World Introduction</td>
<td>Management Consulting Company Problem Solving Process/Marketing Frameworks/Issue Trees</td>
<td>Introduce yourself Topics you are interested</td>
</tr>
<tr>
<td>2</td>
<td>Marketing Research Process/Problem Formulation</td>
<td>Management Consulting Company Problem Solving Process/Marketing Frameworks/Issue Trees</td>
<td>Discussion (due date: () 1) post one digital marketing problem/opportunity 2) post one digital consumer insight</td>
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<tr>
<td>3</td>
<td>Research Design</td>
<td>Qualtrics/SEMrush/Brandwatch/Similar web/Trendsmap</td>
<td>INDIVIDUAL 1--critique essay (due date: ())</td>
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<td>4</td>
<td>Data Sources/Data Collection</td>
<td>Tableau</td>
<td>GROUP 1: MR project idea(s) submission</td>
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<tr>
<td>5</td>
<td>Measurement &amp; Visualization</td>
<td>Tableau</td>
<td>GROUP 1: MR project proposal and data collection plan (due date: ())</td>
</tr>
<tr>
<td>6</td>
<td>Understand Digital Consumers/Segmentation</td>
<td>Tableau</td>
<td>GROUP 1: MR project proposal and data collection plan (due date: ())</td>
</tr>
<tr>
<td>7</td>
<td>Group Project Proposal/Q&amp;A</td>
<td>Tableau</td>
<td>GROUP 1: MR project proposal and data collection plan (due date: ())</td>
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<tr>
<td>8</td>
<td>Spring Break</td>
<td>Tableau</td>
<td>GROUP 1: MR project proposal and data collection plan (due date: ())</td>
</tr>
<tr>
<td>9</td>
<td>Understand Digital Consumers/Segmentation</td>
<td>Semantria (sentiment analysis)</td>
<td>INDIVIDUAL 2--visualization</td>
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<tr>
<td>10</td>
<td>Understand Markets</td>
<td>Tableau</td>
<td>GROUP 2: Coors case shopping list submission</td>
</tr>
<tr>
<td>11</td>
<td>Understand Competitors/Positioning</td>
<td>Perceptual map</td>
<td>GROUP 2: Coors case shopping list submission</td>
</tr>
<tr>
<td>12</td>
<td>Understand Competitors/Positioning</td>
<td>Tableau</td>
<td>GROUP 2: Coors case shopping list submission</td>
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<tr>
<td>13: ()</td>
<td>Digital Marketing Optimization</td>
<td>GROUP 2: Coors case analysis submission</td>
<td></td>
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<tr>
<td>14: ()</td>
<td>Digital Marketing Optimization</td>
<td>INDIVIDUAL 3--segmentation/positioning</td>
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<tr>
<td>15: ()</td>
<td>Final Group Project Q&amp;A</td>
<td>GROUP 1: MR project final deliverable submission (PPT): due date ()</td>
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**SUPPORT SERVICES**


[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/](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](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/](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/](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.
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](http://www.ncas.rutgers.edu/rlc)

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

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