

**Marketing**  
**Course Number: 29:630:385**  
**Course Title: Marketing Research**

## **COURSE DESCRIPTION**

This course examines key concepts and methods of marketing research to allow students to understand how to apply methodological tools to solve real-life business problems. The students will learn basic techniques of research in marketing, including problem definition, research design, questionnaire construction, sampling, data collection, data analysis, and result presentation. During the course, we will discuss how marketing research can help managers make business decisions and how we can transform research findings into actionable business insights. Students will have the opportunity to define a business problem, develop a research plan, collect and analyze data on their own and present findings and implications as a term project.

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## **COURSE MATERIALS**

- Textbook: [Optional] Marketing Research, 12th Edition, Aaker, Kumar, Leone, and Day
- Check Canvas ([canvas.rutgers.edu](https://canvas.rutgers.edu)) and your official Rutgers email account regularly.

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## **LEARNING GOALS AND OBJECTIVES**

- This course is designed to help students develop skills and knowledge in the following area(s):
  - a. Provide students with the concept of problem formulation and decision making in marketing research.
  - b. Empower students with the right tools to implement marketing research in the marketplace.
  - c. Implement the concepts of research design through collection of data from various primary and secondary sources.
  - d. Equip students with the right statistical tools to do thorough data analysis. The methods that will be included are:
    - Hypothesis Testing (Chi-square test, T-test)
    - Correlation Analysis
    - Regression Analysis
- Students who complete this course will demonstrate their ability to evaluate and utilize appropriate marketing research methods.

- Students develop these skills and knowledge through the class discussions, lectures, assignments, exams and a term project.
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## PREREQUISITES

- Understanding of the basic functionality of Microsoft Excel
  - 33:136:385 Statistical Methods in Business & 33:630:301 Intro to Marketing
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## 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](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

Students are expected to prepare all assigned work and attend all classes. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. Anyone missing more than 5 *classes* will automatically receive a failing grade.

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## GRADING POLICY

Grades for this course will be determined as follows:

Out of class assignments	15%
In-class assignments and Participation	15%
Two Exams	40%
Term Project	30%
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TOTAL	100%

**Out of Class Assignments (3)** – Three OCAs entail a combination of individual and group assignments illustrating the concepts learned in class. The assignments will be designed to help you complete the term project. Please review description of assignments on p.5 of the syllabus.

**In-Class Assignments and Participation** - We will work on research problems in-class. All of the work you do in class will be collected and will count as part of your in-class participation. *Leaving early or coming late to class will count against your participation points.*

**Exams (2)** – The two exams will test your knowledge of the various research methods. Format will be Multiple Choices. Students will NOT be allowed for any make-up attempts.

**Term Project** – The term project is conducted in groups and consists of a final presentation. The purpose of the term project is for you to apply the marketing research concepts learned during the semester to a real-world business problem. Each team will be responsible to identify marketing research problems, collect data, and try to solve the marketing problems using the data analysis skills acquired in class. You will present your results and recommendations as part of your final presentation. Refer to pages 6-7 for a complete description of the term project.

\*\*If you are having group-related problems (e.g., a group member is not pulling his/her weight), please contact me. Lack of group participation and effort will negatively influence your *individual grade*. Your individual project grade will depend on your peers' assessments of your performance.

<p><b><u>Note</u></b> – I encourage you to bring your laptop to class to work on research problems. I will let you know in advance when to bring the laptop.</p>
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**Important:** Data analysis software

We will be analyzing data using **Excel**. Download the following analysis toolpak in Excel:

<http://office.microsoft.com/en-us/excel-help/load-the-analysis-toolpakHP010342659.aspx?CTT=1>

For Mac Users, start with the link below:

1. <http://www.analystsoft.com/en/products/statplusmac/>
2. Please read through the instructions
3. Click the Download Link located at the bottom
4. Download the Application
5. Read the Getting Started with StatPlus:mac document
6. To install drag the StatPlus:mac folder to the Applications folder
7. To start using StatPlus:mac: Launch your copy of Excel, create or open your workbook, and make any necessary changes. When you are ready, click the StatPlus:mac icon in your Dock (or double-click the StatPlus:mac icon in your /Applications folder if you have not launched it yet).

## COURSE SCHEDULE

Topic	Chapter	Assignment Due
Class Introduction & Marketing Intelligence	Ch 1	
Marketing Research Process	Ch 3	
Research Design and Implementation	Ch 4	
Secondary Sources of Marketing Data	Ch 5	OCA1 (Individual) ()
Standardized Sources of Marketing Data	Ch 6	
Information Collection: Qualitative and Observational Methods	Ch 8	
Issues in Data Collection & Survey Methods	Ch 9 & Ch10	
Attitude Measurement	Ch 11	
Designing the Questionnaire	Ch 12	
Exam 1 Review	Ch 1 to 12	
Exam 1	Ch 1 to 12	
Designing the Questionnaire	Ch 12	OCA2 (Group) ()
Experimentation	Ch 13	
Sampling Fundamentals	Ch 14	
Sample Size and Statistical Theory	Ch 15	
Data Analysis	Ch 16	
Hypothesis Testing: Basic Concepts	Ch 17	
Hypothesis Testing: Basic Concepts	Ch 17	
Hypothesis Testing: Means	Ch 18	
Hypothesis Testing: Means	Ch 18	
Correlation and Regression Analysis	Ch 19	
Correlation and Regression Analysis	Ch 19	
Presenting the Results	Ch 22	
Exam 2 Review	Ch 13 to 19	OCA3 (Group) ()
Exam 2	Ch 13 to 19	
Term Project Q&A		
Group Presentations		
Group Presentations		

## ASSIGNMENTS

### OUT OF CLASS ASSIGNMENTS

#### OCA 1

- a. Pick a firm that you are interested in solving a marketing research problem for (e.g., the company you work for or a company that you are interested in).
- b. Provide a thorough description of the industry and the firm.
- c. Perform a SWOT analysis of the firm and industry. Think critically about all the possibilities. This should be a very in-depth SWOT analysis. The secondary sources used for this SWOT analysis should be cited.
- d. Based on this information, identify a **marketing opportunity or marketing problem** and state it in **2-3 sentences**. Research the problem using secondary resources and provide references for your claims.

\*3-4 pages including the reference page (no cover page). Double spaced

#### OCA 2

- a. Pick one of the firms from your group members' OCA1 analyses.
- b. Clearly define the marketing problem/opportunity.
- c. Identify at least 3 (less than 5) research questions that you plan to answer.
  - i. Explain the importance of each research questions.
  - ii. Describe how each question are related to the main marketing problem/opportunity.
  - iii. Explain what data you would need to answer each question.
- d. Describe what primary data sets you plan to collect. Design **research instruments** that you would use to collect your data (e.g., questionnaire (**required**), focus group instructions, in depth interviews questions, content analysis plan, etc.). Attach the instruments.
- e. Provide the marketing research plan and describe the tasks, responsibilities and performance expectations for each member.

\*6-7 pages including the reference page (including the original questionnaire but no cover page). Double spaced

#### OCA 3

- a. Provide descriptive statistics (e.g., sample size, mean and variance of focal variables) of the sample data you collected.
- b. State at least 3 hypotheses (Ho and Ha) you are interested in testing which answers the research questions you've raised in OCA 2. Explain the reasoning for each hypothesis.
- c. Based on the data you collected and the hypotheses stated, select variables you are interested in finding relationships for (identify the question numbers from the questionnaire). Explain why you chose the variables for each hypothesis and describe how the variables are measured (e.g., explain the type of measurement scale).
- d. Describe in detail your analysis plan (i.e., specifically which test will be used to test the hypotheses) using the data you have collected/are collecting.

\*4-5 pages (no cover page). Double spaced.

## **TERM PROJECT**

Presentation Date: () and ()

Final Presentation: 30% of total grade

Deliverable: Final Presentation (ppt) of your research methods, analyses, and research findings.  
Excel file (xlsx) to provide the details of your analysis

**Project Purpose:** The purpose of this project is for you to develop a marketing research skill-set and apply these skills to a real-world marketing problem. By the end of the project, you should be familiar with:

1. Problem definition
2. Marketing research methodologies
3. Data analysis techniques
4. Deriving managerial implications from your results

**Project Summary:** You will choose a firm that you are interested in solving a marketing research problem for (e.g., the company you work for or a company that you are interested in). Assume that the firm has hired you to conduct marketing research on its behalf.

Based on the firm and the marketing problem/opportunity that you like to analyze, you will need to design a comprehensive marketing research plan and execute it. You will present your results in a final presentation.

## **FINAL PRESENTATION**

- 20 minutes
- Each member must present
- Leave 2-3 minutes for Q&A
- Bring your presentation on a USB key
- No note cards
- Business casual attire

## **COMPONENTS**

Your presentation should cover the following components.

1. Situational Analysis – What is the current environment surrounding your context. Give top level management an idea of the current competitive climate, customer profiles, technological

advances, and then proceed with a description about your company. This should help you set up your marketing opportunity/problem.

2. Marketing Research Problem/Opportunity and Research Questions – Clearly state your marketing research problem/opportunity and the specific research questions you have.
  - a. Questions should be a list of actual questions regarding the research problem. For example, “The goal of this research is to answer the following questions: (1) what customer characteristics influence sales, (2) how does ambiance influence customers’ preferences, (3) do promotions positively influence patronage, etc.
3. Hypotheses
  - a. State at least 3 hypotheses. Provide justification for these hypotheses (e.g., why did you choose these variables to focus on? What is from your primary or secondary research?)
  - b. State the null ( $H_0$ ) and alternate ( $H_1$ ) hypotheses for each hypothesis.
4. Method – Collect the primary data that will help answer your research questions. They can include:
  - a. Questionnaires (**required**), In-depth interviews (telephone/face-to-face), Focus Groups, Observational data (observing consumer behavior), Content Analysis.
  - b. Describe the respondent profile used in each method including sample size, response rate, characteristics of respondents, etc.
  - c. Secondary background research is encouraged to be used to motivate the research problem/opportunity and does not count as a method of data collection.
5. Data Analysis
  - a. Using the data you collected, perform **at least 3** of the following data analysis techniques:
    - Cross-tabulations and frequency distributions
    - T-tests – show calculation in the Excel file
    - Chi-square tests – show calculation in the Excel file
    - Correlation analysis (create a table of the correlations)
    - Regression analysis
  - b. Describe each of your analysis techniques and why you perform those analyses.
6. Results – describe your results. You can describe or present percentages, descriptive statistics, hypotheses results (e.g., reject null or fail to reject), and results from regression analysis, graphs, tables, etc.
  - a. **Note:** these firms have hired you to uncover novel and counter-intuitive findings. Make sure that some of your results push managerial thinking.
7. Recommendations– Make 3-5 recommendations to management based on your results.
8. Work Cited – Cite all of your work. Make sure to include more fact than opinion.

Helpful Suggestions- This is a marketing class. Therefore, position and package your insights in such a manner that an executive team at the hiring firm would find your presentation interesting and actionable. The content should be clear, concise, and well-written.

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## 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](http://ods.rutgers.edu).

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

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

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

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

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