

**Marketing**  
**Course Number: 33:630:385**  
**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, activities, and in-class exercises. Lectures will examine problem formulation, research design, data collection, and analysis techniques central to marketing research. Activities 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

Student should have intermediate to advance proficiency in Excel and have basic knowledge of statistics.

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## **COURSE MATERIALS**

Textbook:

- Marketing Research, 13th ed.; by Aaker, Kumar, Leone, and Day; published by John Wiley & Sons, Inc. The 13th ed. is available in the following options:  
ISBN-13: 978-1119497639      ISBN-10: 1119497639
  - Ebook - <https://www.amazon.com/Marketing-Research-13th-V-Kumar-ebook/dp/B07KPTH1T4>
  - Check Canvas (canvas.rutgers.edu) and your official Rutgers email account regularly.
  - Other Materials:
  - A Calculator.
  - You will need a computer with Excel. If you have a PC, Excel 2007 or later is adequate. If you have a Mac, Excel for Mac 2016 is highly suggested. Google Sheets is not sufficient for this course.
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## 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. Proficiency at using current software tools to manage business data and address practical business problems.
- c. 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.
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## COMMUNICATION

Please feel free to talk with me anytime during the semester concerning your progress in class. I always prefer to hear about your concerns or difficulties before they become serious problems so we can work together to find a solution with time left in the semester to implement a plan. I am available to chat briefly after class, however if you would like to discuss a concern in detail, please request an appointment via email so I may plan accordingly.

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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

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death, also send me an email with full details and supporting documentation within 2 days of your first absence.
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.
- Expect me to arrive on time for each class session. I expect the same of you. If you are going to be tardy, then try to notify me before class starts.
- Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early, then send me an email before class starts.
- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for at least twice as many hours.
- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention:
- <https://www.nytimes.com/2017/11/22/business/laptops-not-during-lecture-or-meeting.html>

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## ASSIGNMENTS

### INDIVIDUAL ASSIGNMENTS:

There will be number of short assignments and homework which will help to digest and practice the concepts you will learn in class. I will post the homework a week before their due date on Canvas and also send reminder announcements. Please pay attention to the due dates of the homework.

### GROUP CASE STUDY PRESENTATION:

You will need to work in groups of 4-6 for the group case study presentation. Each group will work on the case study assigned and lead a 15-30 minute presentation / class discussion on the assigned topic.

### GROUP PROJECT:

You will need to work in groups of 4-6 for the group project(ideally the same team as the case study presentation). The project will help you to gain hands-on experience in applying what you learn in class to a realistic marketing situation (both data collection and data analysis).

Briefly, the project will consist of identifying an unfulfilled need at the market, designing a new product/service to fulfill this need, and measuring the demand (i.e., the market potential) for this new product/service. The project requires both primary and secondary data collection and using analysis techniques that you will learn in class. You will be evaluated on both the quality of your work and your presentation skills. I encourage you to: 1- make a timeline for your project and work on the project regularly, and 2- ask for timely help and advice for the project.

### PROJECT PRESENTATIONS:

Midterm and Final:

For the midterm presentation, you will present the research problem, a clear hypothesis, data sources and data collection plan and a project plan.

Upon completion of this project each group will be required to give a presentation about 10 minutes at the end of the semester.

You should think of this presentation as an opportunity to sell your idea to upper management or a board of investors. After each presentation the class will have the opportunity to ask questions and make comments. Each team is expected to incorporate valid comments provided during the midterm in their projects.

Each group member will also be asked to hand in an evaluation of the participation of each group member (if working as a team).

## EXAM DATES AND POLICIES

There are two (2) exams in this course. Midterm and Final. Both the exams are required and there will be no retake for the examinations.

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.

### Make-up Exam Policy

- Students who miss the exams without a legitimate excuse will automatically receive zero (0) points for the exam.
- Only students with the following legitimate excuses will be allowed to make up missed exams:
  - **Illness:** Please provide an official certification from you doctor, typed on medical stationary certifying that you are now well enough to return to class no later than five business days after the date of the missed exam.
  - **Funeral attendance:** Please provide proof of funeral attendance with the date of the ceremony clearly listed no later than five business days after the date of the missed exam.
  - **Mandatory courtroom appearance:** Please provide a copy of your official court summons with the date of your required attendance clearly listed not later than five business days after the date of the missed exam.

All make-ups must be completed within one week of the exam date.

## GRADING POLICY

<ul style="list-style-type: none"> <li>• Class Participation- 10%</li> <li>• Individual assignments - 15%</li> <li>• Project - 35%           <ul style="list-style-type: none"> <li>• Mid term - 10</li> <li>• Final - 25</li> </ul> </li> <li>• Exam – 25%           <ul style="list-style-type: none"> <li>• Midterm – 15</li> <li>• Final – 10</li> </ul> </li> <li>• In Class Presentation - 15%</li> </ul>	<p>Final grades will be assigned as follows (<b><u>no rounding will be done</u></b>):</p> <table border="0"> <tr> <td>Grade</td> <td>Range</td> </tr> <tr> <td>A</td> <td>90 - 100</td> </tr> <tr> <td>B+</td> <td>85 - 89.9</td> </tr> <tr> <td>B</td> <td>80 - 85.9</td> </tr> <tr> <td>B-</td> <td>77 - 79.9</td> </tr> <tr> <td>C+</td> <td>74 - 76.9</td> </tr> <tr> <td>C</td> <td>70 - 73</td> </tr> <tr> <td>C-</td> <td>60 - 69</td> </tr> <tr> <td>F</td> <td>0 - 59</td> </tr> </table>	Grade	Range	A	90 - 100	B+	85 - 89.9	B	80 - 85.9	B-	77 - 79.9	C+	74 - 76.9	C	70 - 73	C-	60 - 69	F	0 - 59	<ul style="list-style-type: none"> <li>- <b>Grade Posting:</b> Grades will be posted in Canvas</li> <li>- <b>Course Failure Warning:</b> A warning grade will be submitted to students who are in jeopardy of failing the course no later than ().</li> </ul>
Grade	Range																			
A	90 - 100																			
B+	85 - 89.9																			
B	80 - 85.9																			
B-	77 - 79.9																			
C+	74 - 76.9																			
C	70 - 73																			
C-	60 - 69																			
F	0 - 59																			

## COURSE SCHEDULE

#	Class Content	Chapter from Book	Exams/ Assignments/ Cases
1	Introductions Syllabus Project Intro to Market Research		
2	Lecture (Lecture 1)	Chapter 1-3	Case Study Presentation
3	Lecture 2: Exploratory Research and Descriptive Research (Part I),	Chapter 4 - 7	Case Study Presentation
4	Lecture 3: Descriptive Research Part II	Chapter 8- 12	Case Study Presentation
5	Lecture 4: Experimentation	Chapter 9- 13	Case Study Presentation
6	Lecture 5: Sample Design, Sample Size, Data Handling, and Data coding	Chapter 14- 16	
7	Mid term exam		
8	Mid term presentation		
9	Lecture 6: Hypothesis Testing and Cross Tabulation	Chapter 16-18	
10	ANOVA, starting to Regression		
11	Factor Analysis Completing Regression,	Chapter 20	
12	MNL (multinomial logit analysis)		
13	Final presentation		
14	Review/ guest lecture		
15	()-() Final Exam		

(# of cases will be decided based on # groups)

Case 4-1 Reynolds Tobacco Case

Case 8-1 Mountain Bell Telephone Company

Case, Case 11-1 National Kitchens Case 12-1

Wine Horizon Case.

Tentative: Case 9-1: Discussion of Essex Case

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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.]