

MKT 470: MARKETING RESEARCH

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<i>Teaching Assistant</i>	TBA
<i>Office Hours:</i>	Monday 10:00pm-12:00pm, and by appointment
<i>Required Text:</i>	None
<i>Non-required Text:</i>	Aaker, Kumar, Day, and Leone, <u>Marketing Research</u> (10 th Ed.), Wiley (available as reserves in Crocker Business Library for this class)

Introduction

The goal of this course is to give students the skills they will need to address substantive marketing problems such as identifying consumer needs, developing promotion strategies, and testing new business/product ideas, using critical research tools that include in-depth interviews and surveys. Primary emphasis focuses on learning how to utilize these research tools and that information that they yield so as to make better decisions as marketing managers or brand managers.

Why should you take this course?

Marketing has become increasingly research driven and companies are looking to hire employees that have the analytic understanding and the practical skills to ask the right questions, collect the right information, and analyze it in such a way to yield actionable insights. A recent article in the Wall Street Journal stresses this point:

"Faced with an increasing stream of data from the Web and other electronic sources, many companies are seeking managers who can make sense of the numbers through the growing practice of data analytics, also known as business intelligence. Finding qualified candidates has proven difficult, but business schools hope to fill the talent gap."

This is the course that best suits the new business environment and the need of employers. In this course, you will familiarize yourself with various information gathering tools (e.g., Qualtrics) and analysis tools (e.g., SPSS) that will both enhance your skill set and impact your marketability.

You will have hands-on experience in conducting market research yourself as part of a group project, and hence will leave the course with a tangible take away that illustrates your skillset to prospective employers. The examples group projects shown below, conducted by the former students in this course illustrate how beneficial it would be to refer to them during job interviews!).

In addition, as you learn how to develop good research questions, test your business ideas and analyze data to make better business decisions, this course will benefit students who plan to launch and run their own business.

Who should you take this course?

As you learn how to make better managerial decisions by conducting research, this course will benefit anyone who plans to work for companies no matter what industry and what function they are interested in as well as those who want to start their own company.

Although there is a prerequisite for this course (BUAD307 or JOUR340), it can be waived on a case-to-case basis. Contact the professor if you want the prerequisite to be waived.

Further information on this class can be found at: <http://bkyukim.squarespace.com/class/>

Assignments and Assessment

Your final grade in the course will be based on class participation (case preparation and general contribution), an individual assignment, a group project, and two midterm exams. The evaluation is as follows:

A. Class Participation	10%
B. Group Project	40%
C. Midterm Exam I	25%
E. Midterm Exam II	25%

Please note that no late assignments will be accepted. All written work is due on the specified date. The due dates for the assignments are listed on the course schedule. A more detailed outline of the evaluation procedure and requirements will be introduced during the class. They are also included at the end of this document. Please refer to this detailed section before preparing for each assignment.

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Schedule of Class Meetings

--- Schedule is subject to change. You are responsible for any changes announced in class ---

- 1 Jan 9 Course Introduction
- 2 Jan 11 Introduction to Marketing Research
Jan 16 *No class: Martin Luther King's Birthday*
- 3 Jan 18 Understanding Causality
- 4 Jan 23 Conducting Experiments
- 5 Jan 25 Secondary Sources of Data: 'Googling Exercise'
- 6 Jan 30 Focus Group Interview
- 7 Feb 1 How to Ask Questions in Survey
- 8 Feb 6 Finding the Right Customers
- 9 Feb 8 Finding the Right Customers
- 10 Feb 13 Survey Creation using Qualtrics (Meet in computer lab BRI 202A)
- 11 Feb 15 Why do we need statistics?
Feb 20 *No class: Presidents' Day*
- 12 Feb 22 Survey Creation using Qualtrics II (Meet in computer lab BRI 202A)
- 13 Feb 27 Why do we need statistics? (cont'd)
- 14 Mar 1 Analysis – Comparing Different Consumers I
- 15 Mar 6 Group Project – Interim Presentation
- 16 Mar 8 Midterm Exam I
- 17 Mar 20 Guest Speaker
- 18 Mar 22 Analysis – Comparing Different Consumers II
- 19 Mar 27 Analysis – Predicting Demand I
- 20 Mar 29 Analysis – Predicting Demand II
- 21 Apr 3 Data Analysis Practice I (Meet in computer lab BRI 202A)
- 22 Apr 5 Other Analysis Techniques
- 23 Apr 10 Review Session

24	Apr 12	Midterm Exam II
25	Apr 17	Data Analysis Practice II (Meet in computer lab BRI 202A)
26	Apr 19	Group Project – Presentation
27	Apr 24	Group Project – Presentation
28	Apr 26	Course Wrap-up

Assessment Details

A. Class Participation (10%)

1) Class attendance and participation (5%)

Every session of the course will involve interaction in the form of class discussion. I expect each class member to be prepared at all times to comment in any class session. To reinforce this expectation, I will at times “cold call” throughout the ensuing discussion.

Keep in mind that your grade for class participation is not simply a function of the amount of "air time" you take up. In general, I will evaluate you on how well you respond to questions and on how effectively you take into account the comments and analyses of your classmates. In order to obtain a grade for class participation you must attend the class sessions and contribute meaningfully.

Any electronic devices such as phones, smartphones, tablet computers, or laptops should be turned off during the class. Fellow students and the professor deserve your full attention to make a productive learning environment.

2) Peer evaluation (5%)

At the end of the semester, each group member will have the option of rating the performance of him/herself and every other group member in terms of efforts and quality dedicated to group projects.

C-D. Examinations (25% each)

No make-up exams will be given. Your absence for exam should be justified by a documented illness, emergency, or USC-related travel at least one week before the exam. Your personal travel, including travel for job interviews, is not a valid reason for a make-up test.

B. Group Project (40%): “Not every consumer is the same”

The goal of this research project is to understand consumer preference using a qualitative research method, survey, and data analysis technique you learn in the class. Students as a group choose brands that reveal differences in preference among college students, and explore students’ profiles (lifestyle), examine the reasons (personality), and identify other brands that can be used to predict preference for the target brands by applying various methods covered in the class such as in-depth interview, survey, and data analysis.

There are a few steps required for this group project (see the next page).

Step 1: Preliminary research

Choose brand/product/service of your interest. Examine key characteristics of the chosen brand/product/service such as key features or brand image



Step 2: In-depth interview

Conduct in-depth interview with at least 4 USC students (e.g., Recruit two who like brand A and another two dislike brand A). Identify differences in lifestyle, personality, and preference for other brand/product/service. Generate hypotheses you want to test from your survey (e.g., Those who likes brand A will be high-strung Type A people and those who dislike brand A (or likes brand B) is the easy-going Type B people.)



Step 3: Interim report/presentation

Summarize your findings from the in-depth interview and suggest ways to test your findings (what questions to ask etc.). Submit a report (up to 5 pages excluding appendix) along with your questionnaire.



Step 4: Survey creation

Create an on-line survey using Qualtrics - Run the survey to at least 20 USC students (e.g., 10 who like brand A and another 10 who dislike brand A or 10 who like brand B)



Step 5: Data collection

Collect data from 40 USC students.



Step 6: Data analysis

Analyze data you collected.



Step 7: Final report/presentation

Summarize all these steps and your findings. Submit a final report and make a presentation.

There is no due date except for steps 4 and 7. But you may want to plan ahead so that you have enough time to prepare Step 7 before it is due. Evaluation will be made not based on whether your insights are supported by data or not, but by the quality of reasoning, its implementation (designing a survey), appropriate data analysis, and flow and layout of your report/presentation.

The proportion of evaluation is as follows:

Interim presentation: 10%

Interim report: 10%

Final presentation: 30%

Final report: 50%