



**MKT 470 – Marketing Research**

**Spring 2014 – Mondays and Wednesdays**

**2:00pm; 4:00pm; 6:00pm**

**Professor: Kyu Kim**

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**Course Description**

This course is about creating, using and interpreting qualitative and quantitative research to gain insight into marketplace challenges, such as developing and testing advertising, promotions and packaging, identifying new product opportunities, and understanding customer decisions.

**Learning Objectives**

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. This course will provide 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.

In particular, 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. In conducting your market research, 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.

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

**Required Materials**

Required text – None

Required readings - Course reader (available at USC bookstore)

Non-required text – Aaker, Kumar, Day, and Leone, Marketing Research (10<sup>th</sup> Ed.), Wiley (available as reserves in Crocker Business Library for this class)

**Prerequisites and/or Recommended Preparation:**

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.

**Course Notes:**

Copies of lecture slides and other class information will be posted on Blackboard.

**ASSIGNMENTS AND GRADING DETAIL**

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

	Points	% of Grade
A. Class Participation	40	10%
B. Individual Assignment	40	10%
C. Group Project	160	40%
D. Midterm Exam I	80	20%
E. Midterm Exam II	80	20%

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.

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target, but on your performance. Historically, the average grade for this class is about a (B).

A. Class Participation (10%) -

\* Class 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.

\* 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.

B. Individual Assignment (10%) - Details will be explained during the class.

C. Group Project (40%) - Details will be explained during the class.

D-E. Examinations (20% 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.

### Schedule of Class Meetings

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

Week	Class	Date	Topic	Assignment
1	1	Jan 13	#1. Course Introduction	
	2	Jan 15	#2. Introduction to Marketing Research	
2		Jan 20	<i>No class: Martin Luther King's Birthday</i>	
	3	Jan 22	#3. Secondary Sources of Data	Group Project Introduction + Individual Assignment
3	4	Jan 27	#4. Qualitative Research I	
	5	Jan 29	#5. Qualitative Research II	Individual Assignment Due + Team Formation
4	6	Feb 3	#6. How to Ask Questions in Survey I	Discussion of how to write a survey question
	7	Feb 5	#7. How to Ask Questions in Survey II	
5	8	Feb 10	Survey Creation using Qualtrics (Computer lab)	
	9	Feb 12	#8. Understanding Causality	
6	10	Feb 17	<i>No class: Presidents' Day</i>	
	11	Feb 19	#9. Conducting Experiments	
7		Feb 24	#10. Finding the Right Customers/Why do we need statistics?	
	12	Feb 26	#11. Comparing Different Consumers I (z-test)	
8	13	Mar 3	#12 Comparing Different Consumers II (t-test)	

	14	Mar 5	#13 Comparing Different Consumers III (t1-t2)	
9	15	Mar 10	Survey Creation using Qualtrics II (Computer lab)	Prepare your survey questions
	16	Mar 12	Midterm Exam I	
10	17	Mar 17	Spring Recess	
	18	Mar 19	Spring Recess	
11	19	Mar 24	#14. Crosstab analysis	
	20	Mar 26	Group Project – Interim Presentation	
12	21	Mar 31	#15. ANOVA + Correlation Conjoint Analysis	
	22	Apr 2	#16. Predicting Demand I (Simple regression)	
13	23	Apr 7	#17. Predicting Demand II (Multiple regression))	
	24	Apr 9	#18. Conjoint Analysis	
14	25	Apr 14	Data Analysis Practice II (Computer lab*)	
	26	Apr 16	Review Session	
15	27	Apr 21	Midterm Exam II	
	28	Apr 23	Guest Speaker	
16		Apr 28	Group Project – Presentation	
		Apr 30	Group Project – Presentation + Course Wrap-up	

\* Final report is due by May 7<sup>th</sup>.

## **MARSHALL GUIDELINES**

### **Add/Drop Process**

If you are absent six or more times prior to Feb 1<sup>st</sup> (the last day to withdraw from a course with a grade of “W”), I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

### **Technology Policy**

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

### **Statement for Students with Disabilities**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit [www.usc.edu/disability](http://www.usc.edu/disability) .

### **Statement on Academic Integrity**

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, ([www.usc.edu/scampus](http://www.usc.edu/scampus) or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/> . Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

### **Emergency Preparedness/Course Continuity**

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at [blackboard.usc.edu](http://blackboard.usc.edu).