MKT2413 Marketing Research
Semester 1, 2014/2015

Department of Marketing
NUS Business School

Lecturer:	Associate Prof Chu Junhong
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Class hours:	Please refer to http://www.nus.edu.sg/cors/
Office hours:	Please email to make an appointment
Venue:	Please refer to http://www.nus.edu.sg/cors/
Module TA:	
Required Textbook:	Hair, Wolfinbarger, Ortinau and Bush (2013) *Essentials of Marketing Research* (3rd edition), McGraw-Hill International Edition, ISBN: 978-0-07-131837-2.

SPSS Reference book: *SPSS 15.0 Brief Guide*, ISBN: 0-13-241152-0

Course Description and Objectives:

Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to marketing problems and opportunities. Marketing research serves as a central basis for marketing decision making; therefore, it is critical for a manager to understand marketing research and to be able to specify what needs to be studied, how to study it, and how to interpret the results. The goal of this course is to familiarize students with the fundamentals of marketing research and to enhance their marketing problem defining and solving abilities. Specifically, the objectives of the course are:

- To improve students' problem definition skills: the ability to identify a management problem and translate the management problem into a marketing research question

- To develop research design skills: evaluate the various research designs and select the most cost-effective one for the research question

- To empower students with the necessary skills of implementing a research design: skills in data collection, data analysis with SPSS, and presentation of research findings

- To provide students with hands-on experience in each step of a marketing research process

To this end, the course is organized into the following sections: problem definition, research design formulation, data collection, data analysis, and output presentation. To achieve the above objectives, we will use a combination of lectures, case discussions, and hands-on exercises in marketing research. Most lectures will consist of theory, applications, and SPSS demonstration.

Prerequisites

MKT1003	Principles of Marketing

Throughout the course, I will primarily use SPSS to illustrate data analysis. Students are required to use SPSS to complete your problem sets that involve data analysis.

Grading policy

Your final grade will be based on both individual and group work. The grading policy is as follows:

A.	Class participation	15%
B.	Home work assignments	25%
C.	Midterm/Mini-case Analysis	20%
D.	Group project	40%

A. Class Participation

You are expected to attend each class on time. I will randomly select three classes for participation checking. In addition to on-time attendance, you are also expected to read the text materials and contribute to class discussion by both listening carefully to your classmates and speaking out your own viewpoints.

B. Homework assignments

Throughout the semester, you will be given **five** hands-on exercises and a **two-week** window to finish each exercise. Each student must hand on his/her own answer sheet, and **I only accept HARD-COPY submissions**. I prefer the solutions to be concise, precise and typed. If the problem set involves SPSS computation, you need to **cut and paste** the output into a word file and **summarize** the results. DO NOT print the whole SPSS worksheet and output.

<u>Late assignment</u>: If you hand in your solutions one day late, you will get 75% of the full original marks; if you hand in by two days late, you can only get 50% of it, and so on. You will receive no credit for the problem set if you hand in your answers after I hand out or post the solutions on IVLE.

C. Midterm/Mini-case Analysis

Midterm exam will be a take-home case analysis. It focuses more on your understanding of the course materials. Details will be provided as the course goes on.

D. Group Project

This is a continuing project through the entire semester, with exercises in every stage of a marketing research process. The project will give you an opportunity to design and conduct a fully-fledged piece of marketing research in an area of your own choice. Specifically, your group will need to identify a **real** marketing research problem, write a research proposal, choose a research design, collect data, analyze the data, write up a research report, and present your research to your class. <mark>Your project must involve quantitative data collection via questionnaire design and surveys, and data analysis via SPSS.</mark> Since the research project will involve a considerable amount of time and effort, it is vitally important that you work on a project that you find interesting. ***Keep the project within a manageable scale, both in terms of time and money***. I will not be able to provide any financial assistance to your group project.

Throughout the project, I will serve as an advisor and would be available to answer questions. However, it is your responsibility to make sure that your project is completed in a timely manner. You must anticipate potential problems and plan ahead. Your grade on this project will depend on your group's grade and your contribution factor, which is determined by your group's peer evaluations of your performance. If all your group members evaluate you as contributing 80% to the group work, you will

only be able to get 80% of your group's grade. I hope this will help to mitigate the "free rider" problem common in teamwork.

Group size: You are free to form your own group of 4-6 persons, but every student is required to join one group, as teamwork is very important in your future career. Those who do not have a group will be assigned to a group. We will finalize the groups in the second class.

Group project evaluation: your group project will be evaluated in a holistic way. Research question definition, implementation, data analysis and presentations are all important. Every step matters!

Class Schedule

Week 1 (Class 1)	Mon, 11 Aug 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Introduction to Marketing Research
Video cases:	"Goodyear Aquatred"
	"Accenture: the Accent is in the Name" (if time permits)
Reading:	Hair et al (2013): Chapter 1
Homework:	Assignment 1 handed out

Week 2 (Class 2)	Mon, 18 Aug 2014 ((either 8am-11am or 2pm-5pm registered session)
Lecture:	Marketing Research Process and Proposals
Video cases:	"Covering kids with health care"
	"U.S.T.A: Come out swaying" (if time permits)
Reading:	Hair et al (2013): Chapter 2

Week 3 (Class 3)	Mon, 25 Aug 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Qualitative Research Design
Video case:	"Collecting Quality Info for Marketing Decision" (16")
Reading:	Hair et al (2013): Chapters 3 & 4
Homework:	Assignment 1 due

Week 4 (Class 4)	Mon, 1 Sep 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Descriptive and Causal Research Design & Sampling
Video cases:	"Subaru – Mr. Survey" (10")
Reading:	Hair et al (2013): Chapters 5 & 6
Homework:	Assignment 2 handed out

Week 5 (Class 5)	Mon, 8 Sep 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Measurement & Scaling
Reading:	Hair et al (2013): Chapter 7
Students:	Presentation and feedback of marketing research proposals

Why eLearning Week?

The threat of a pandemic situation leading to campus zoning or home quarantine is real.[3] Other emergencies or accidents may also necessitate temporary measures that require students and staff to stay at home. During these times, eLearning can be instituted so that the University can continue a certain level of teaching and learning.

In 2009, the University's first campus-wide eLearning Week focused on lectures. Subsequently, several Faculties and Schools have conducted comprehensive eLearning Weeks which included tutorials and seminars online.

This eLearning Week will be the first that involves lectures and tutorials across the entire campus. This will pose challenges to:

- faculty and students, who will have to adapt to online methods of conducting tutorials and seminars, and

- IT infrastructure, as there will be increased load on software and hardware.

The Office of the Provost hopes that you take this exercise as an opportunity to pick up new skills and to prepare yourself for emergency situations.

To respond to the University's call, we will do the following:

1) I will post lecture slides onto IVLE. You download and self study. Give me a call at 6516-6938 if you have any questions.

2) Each group posts its group project proposal onto IVLE for other groups to comments, and each group also has to comment on other groups' proposals. You can either post your comments onto IVLE or email them to me. I will consolidate the comments and email back to the relevant groups.

For more information on e-Learning, please see:

(http://wiki.nus.edu.sg/display/elearningprep/Home;jsessionid=CE51B50C786E66513EF0C8B88333A02D)

Week 6 (Class 6)	Mon, 15 Sep 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Questionnaire Design
	SPSS demonstration
Reading:	Hair et al (2013): Chapter 8

(Recess Week: 20 Sep 2014 to 28 Sep 2014

Group project proposal due: both hardcopy and softcopy

Week 7 (Class 7)	Mon, 29 Sep 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Qualitative data analysis and data preparation for quantitative analysis
Readings:	Hair et al (2013): Chapters 9 &10
Assignment 2 due	

Week 8 (Class 8)	Hari Raya Haji Public Holiday (no class ☺) Mon, 6 Oct 2014

Week 9 (Class 9)	Mon, 13 Oct 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Basic data analysis for quantitative research
Readings:	Hair et al (2013): Chapter 11
Homework:	Assignment 3 handed out

Week 10 (Class 10)	Mon, 20 Oct 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Examine Relationships in Quantitative Research (1)
Readings:	Hair et al (2013): Chapter 12
Homework:	Assignment 4 handed out

Week 11 (Class 11)	Mon, 27 Oct 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Examine Relationships in Quantitative Research (2)
Readings:	Hair et al (2013): Chapter 12
Homework:	Assignment 5 handed out & Assignment 3 due

Week 12 (Class 12)	Mon, 3 Nov 2014 (either 8am-11am or 2pm-5pm registered session)
Lecture:	Reporting and presenting results
Readings:	Hair et al (2013) Chapter 13
Homework:	Assignment 4 due

Week 13 (Class 13)	Mon, 10 Nov 2014 (either 8am-11am or 2pm-5pm registered session)

Class Presentation of group projects

Homework:　　　　Assignment 5 due

Final project report due (hardcopy and softcopy)

Peer evaluation forms due