

RESEARCH IN MARKETING II SYLLABUS

Course Objectives

This class represents the second half of a two-part series on the applications of survey research and analysis to the market and commercial research industries. In this semester, the concentration will be on analysis – special techniques with a marketing twist that are not generally used in academics.

Required Reading and Assignments

There is no official textbook in this class. However, students are expected to read the specially-prepared materials that will be distributed in class, and participate in discussions about these materials the next time the class meets. From time-to-time, there will also be ad hoc assignments. These reading requirements and assignments are in addition to the major project and final exam.

Weekly Schedule

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| 1. | 1/26 | <u>Introductions, Class Overview and Design Review.</u> <ul style="list-style-type: none">• Review basic study designs, sampling, questionnaire construction. Must assignments for next week ... (1) Read “The Multivariate Revolution in Marketing Research”. (2) Select an article describing a statistical analytical technique from a recent edition of the <i>Journal of Advertising Research</i> , <i>Journal of Marketing Research</i> , or <i>Journal of Consumer Research</i> . Prepare short presentation (5-10 minutes) of technique with visuals. |
| 2. | 2/2 | <u>The Cutting-Edge of Commercial and Market Research.</u> <ul style="list-style-type: none">• Review of “The Multivariate Revolution in Marketing Research”.• Review of basic stats.• Class presents “<i>new and hot</i>” techniques. Must assignments for next class ... (1) Read “Regression Analysis”. (2) Select a commercial product or service category with at least 2 competitive brands. Develop 10 attributes that might describe the performance of a brand in this category. Rate each attribute based on how important it is to you, using a scale from 1 to 10, with 10 being “extremely important”. Then select 2 brands from the category and rate each on an overall basis using a 1 to 10 scale with 10 being “excellent”. Finally, rate the attributes (from 1 to 10) for each brand based on how well the brand delivers. Bring notes of results to class to be used for an in-class exercise. |
| 3. | 2/9 | <u>Consumer Choices. Technique: Derived Importance.</u> <ul style="list-style-type: none">• Review “Regression Analysis”.• Review Derived Importance.• Do in-class exercise. Must assignments for next class... (1) Finish in-class exercise. (2) Develop creative visuals to show key findings from this exercise. |
| 4. | 2/16 | <u>Visualizing Brand Performance. Technique: Leverage/Quadrant Charts.</u> <ul style="list-style-type: none">• Review student visuals.• Review Leverage chart.• Review Quadrant chart. Must assignments for next class...(1) Compare student visuals with Leverage/Quadrant Charts. What are the benefits of each? (2) Read “Evaluating New Products”. |
| 5. | 2/23 | <u>Choosing Brand Attributes. Technique: Conjoint/Trade-off/Turf.</u> <ul style="list-style-type: none">• Review student comparison assignments.• Review Conjoint/Trade-Off /Turf analysis and “Evaluating New Products”. Must assignment for next class...Draw a map that shows the relationship of 5 hospitals to each other and to 10 performance characteristics. |

6. 3/2 **The Competition. Technique: Correspondence/Perceptual Maps.**
- Review Correspondence and Perceptual Maps.
 - Do in-class exercise.
- Must assignments for next class...Choose a possible subject and technique for final project.
7. 3/9 **Review: Application of Techniques – the Final Project and Exam.**
- Review final project and exam.
 - Discuss student topics.
 - Do in-class exercises.
- Must assignment for next class...Identify several product or service categories where either the knowledge of demography or geography would enhance the product's marketing success.
8. 3/16 **Using Geography and Demographics. Technique: GIS**
- Review student assignments.
 - Review importance of geography and demography.
 - Review GIS.
- Must assignment for 3/30 class...Read "Market Segmentation".
9. 3/23 **Field Trip To ARF Convention. Class Does Not Meet.**
- Visit ARF Convention either 3/21 or 3/22
- Must assignment for next class...Select a featured analytical technique from a firm in the Exhibit area. Prepare short presentation (5-10 minutes) of technique with visuals from Exhibit.
10. 3/30 **Defining the Market. Technique: Market Segmentation.**
- Review Segmentation
 - Class presents ARF techniques
- Must assignment for next class...Determine whether these market techniques would be appropriate for your final project and why. Bring notes to class.
11. 4/6 **Keeping Customers. Technique: Customer Sat/Brand Loyalty.**
- Review student assignments.
 - Review Customer Satisfaction/Brand Loyalty
- Must assignment for next class...Read "ROI".
- 4/13 **Class Does Not Meet.**
- 4/20 **Class Does Not Meet.**
12. 4/27 **Applying Resource. Advertising, Promotions and ROI**
- Review Advertising and Promotion plans
 - Review ROI
- No assignment for next week.
13. 5/4 **Class Presentations.**
- Presentations and discussion
14. 5/11 **Class Presentations.**
- Presentations and discussion
- 5/18 **Class Does Not Meet.**
15. 5/25 **Final Exam.**

Grades

Each of the following areas is worth 25% of final grade:

- (1) Research and presentation on new statistical technique and ARF technique
 (2) Final project - presentation/paper

- (3) Class preparation and discussion
 (4) Final exam