FUNDAMENTALS OF MARKETING RESEARCH

Marketing 381  
Winter 2013  
TR 2-4 PM in SL140  

Professor Wendy Wilhelm  
PH 327; 650-4816  
Hours: TR 12-2 PM or by apt.

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IMPORTANT ADDRESSES
Email: Wendy.Wilhelm@wwu.edu
Website Homepage: http://faculty.wwu.edu/bryce
Textbook Website Resources, including iReportwriter Assistant:
http://wps.prenhall.com/bp_burns_research_6/
SPSS Student Assistant Tutorials: link on my website  (must use Internet Explorer)
“Test Me” SPSS Tutorial Questions: on my website under “Test Me”
Datasets: S: Drive, under CBE/Marketing 381/Wilhelm/SPSS datasets
SPSS is available in all of the computer labs on campus

REQUIRED TEXT: Burns and Bush, Marketing Research, 6th edition, 2010

LECTURE NOTES: These are available for purchase in the WWU Bookstore. I recommend that you bring your “blue book” to class each day.

PREREQUISITES: DSCI 205, Marketing 380; DSCI 305 recommended

COURSE OBJECTIVES

This course serves as an introduction to the field of marketing research. Marketing research [MR] fulfills the marketing manager’s need for knowledge of the market. The task of marketing research is to help specify and supply accurate information in order to reduce uncertainty in decision making. In this course you will learn how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; and (3) communicate the research findings and their implications to others.

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<tr>
<th>Objective/Learning Outcome</th>
<th>Assessment Method</th>
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<tbody>
<tr>
<td>1. Knowledge of key MR concepts and terminology, technologies, legal/regulatory issues,</td>
<td>1. Exams; In-Class Assignments; SPSSSA Assignments; Group Assignments</td>
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<td>and global trends</td>
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<tr>
<td>2. Ability to specify management information needs and design a research study to</td>
<td>2. Exams; In-Class Assignments; Group Assignments #1 &amp; #2</td>
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<td>meet those needs; use of primary versus secondary data</td>
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<tr>
<td>3. Competency in using SPSS statistical software, in order to analyze and use</td>
<td>3. SPSSSA assignments; Group Assignments #3, #4, #5, #6</td>
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<td>marketing research data to make effective marketing decisions [technology application]</td>
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<td>4. Development of written and oral communication skills</td>
<td>4. In-Class Assignments; SPSSSA Assignments; Group Assignment</td>
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<td>5. Understanding and appreciation of ethics in MR</td>
<td>5. In-Class Assignments and Participation; Group Assignment #2</td>
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<td>6. Appreciation of the role that demographic diversity plays in</td>
<td>6. Group Assignments #3, #4, #5, #6</td>
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<td>segmentation studies</td>
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SPSS and SPSSSA ASSIGNMENTS

SPSS, which stands for Statistical Package for the Social Sciences, is probably the most commonly used statistical package in the ‘real world’, i.e. it is used by those involved in the marketing and marketing research professions to analyze data from marketing research studies. SPSS is available in all the computer labs on campus. A separate tutorial program called SPSS Student Assistant (SPSSSA) is available for download from the textbook web site. The program includes 25 separate tutorials that explain how to use the various features in SPSS (e.g., how to enter data, run t-tests, etc.). You are expected to complete the tutorial SPSSSA exercises indicated in the course schedule before you come to class, and be prepared to discuss them. Note that each SPSSSA tutorial builds on the one prior to it, and that you will not be able to complete the required group assignments unless you devote some time to learning SPSS.

In order to encourage your timely completion of each exercise, you will answer several questions about the tutorial to hand in on the due date indicated in the syllabus. The “test me” questions can be found on my website under MKTG381. There are fifteen (15) SPSSSA assignments in all, and all of them must be completed and turned in to me in class on the due date noted; no late assignments will be accepted. Each assignment should be typed, and points will be taken off for misspellings and/or grammatical errors.

GROUP ASSIGNMENTS

You will be assigned to groups of three or four to complete one library-based assignment and five case assignments (typed, double-spaced). Details of each assignment are described in the text, along with specific guidelines for each assignment on my website. You will be given a group grade on each assignment. However, you will be asked to evaluate each member’s contribution to these assignments at the end of the quarter (Appendix 1 of the syllabus), which may result in some adjustment to individual grades. Groups will be expected to present their analyses to the class; individuals will receive class participation points for this (see below).

CLASS PARTICIPATION and ATTENDANCE

I plan to call on students by name to contribute to class discussions on the SPSSSA exercises, the in-class oral assignments, and the group assignments. This will encourage you to prepare for each class by completing the assignments on time. I plan to formally call on each student three times, twice individually and once as part of his/her group presentation. However, you are encouraged to join in the class discussion many times if you want to receive full participation points! I will also take attendance on occasion, probably when you least expect it 😊

EXAMINATIONS

The two examinations will consist of multiple choice questions (about 50). They will cover all of the material discussed in the text, in the written and oral assignments, and in class. The tests will NOT be comprehensive. No early or make-up exams will be given unless extraordinary circumstances prevail.

GRADING (out of 1,000 points)

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
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<tr>
<td>SPSSSSA Assignments (15 @ 15 pts.)</td>
<td>225</td>
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<tr>
<td>Group Assignments (6 @ 60 pts.)</td>
<td>360</td>
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<tr>
<td>Class Participation/Attendance</td>
<td>115</td>
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<tr>
<td>Exams (2 @ 150 pts.)</td>
<td>300</td>
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<tr>
<td>DATE</td>
<td>TOPICS AND ASSIGNMENTS</td>
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| Tues. 1/8 & Thurs. 1/10 | **1. Introduction to Marketing Research: Basic Concepts, Trends, Ethics, Careers**  
- Text, Chs. 1 and 3, and Appendix A to Chapter 3; Blue Book (BB), pp. 2-48  
- SPSSSA assignment: (1) install SPSS on your PC and (2) complete the online SPSSSA tutorial “About your SPSS Student Assistant” (no written assignment due). See link from my website  
- In-class assignments: (1) Case 1.2, p. 20-21 and (2) Question #22, Ch. 3, p. 74 **(due 1/10; no need to write this up or turn it in, but I may call on you!**)  
- Group assignment: Group members assigned; meet with group members, begin work on 1st group assignment (see my website, under 381)  

**Tues. 1/15**  
**2. The Research Process and Research Objectives**  
- Text, Chs. 2 and 4; BB, pp. 49-67  
- SPSSSA assignment #1: Quick Tour Parts 1 and 2: Overview of SPSS  
- In-class assignments: (1) Case 2.2, p. 39 and (2) Case 4.2, p. 112-113  
- Group assignment: none  

**Thurs. 1/17**  
**3. Research Design**  
- Text, Ch. 5; BB, pp. 68-84  
- SPSSSA assignment #2: Milk Bone Dog Biscuits Part I: Entering and Saving Data and Part II: Modifying and Labeling Data  
- In-class assignments: (1) Case 5.1, pp. 144-45 and (2) Case 5.2, p. 145  
- Group assignment: none  

**Tues. 1/22**  
**4. Secondary Data Sources and Syndicated Services** (the business librarian, Elizabeth Stephan, will be in class to answer any questions you may have – be prepared with project questions)  
- Text, Chs. 6 and 7; BB, pp. 85-112  
- In-class assignment: Case 7.2, pp. 203-04  
- Review Group Assignment #1 Requirements: [http://libguides.wwu.edu/mktg381](http://libguides.wwu.edu/mktg381)  
- **Group assignment #1: Secondary Data Analysis** [due Thursday, 1/24, in class]  

**Thurs. 1/24**  
**5. Data Collection Methods**  
- Text, Chs. 8 and 9; BB, pp. 113-127  
- SPSSSA assignment #3: Coca-Cola: Other SPSS Data Set Operations  
- In-class assignments: (1) Question #14, Ch. 9, p. 268 and (2) Case 9.1, p. 269  
  Set up an account and complete the online tutorial “Basic Training.”
6. Measurement Issues in Marketing Research

- Text, Chs. 10 and 11; BB, pp. 128-155
- SPSSSA assignment #4: Red Lobster: Recoding and Computing Variables
  [include print out from data editor]
- In-class assignment: Review Question #13, Ch. 10, p. 297

8. Designing Data Collection Forms

- Text, Ch. 11 (review); BB, pp. 148-155
- SPSSSA assignment #5: Noxema Skin Cream: Selecting Cases
- **Group assignment #2:** Using Qualtrics to Design an Online Questionnaire, pp. 325-26.
  Design your questionnaire to answer the questions on p. 353-04, following the guidelines on p. 354. Be prepared to present your questionnaire to the class. [Due 1/31]
- **Second Hour:** Computer Lab: lab exercise that reviews SPSS tutorials to date

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**TOPICS AND ASSIGNMENTS**

**Tues. 1/29**

6. Measurement Issues in Marketing Research

- Text, Chs. 10 and 11; BB, pp. 128-155
- SPSSSA assignment #4: Red Lobster: Recoding and Computing Variables
  [include print out from data editor]
- In-class assignment: Review Question #13, Ch. 10, p. 297

**Thurs. 1/31**

8. Designing Data Collection Forms

- Text, Ch. 11 (review); BB, pp. 148-155
- SPSSSA assignment #5: Noxema Skin Cream: Selecting Cases
- **Group assignment #2:** Using Qualtrics to Design an Online Questionnaire, pp. 325-26.
  Design your questionnaire to answer the questions on p. 353-04, following the guidelines on p. 354. Be prepared to present your questionnaire to the class. [Due 1/31]
- **Second Hour:** Computer Lab: lab exercise that reviews SPSS tutorials to date

**Tues. 2/5**

**FIRST EXAM, CHS 1-10**

**Thurs. 2/7 & Tues. 2/12**

9. Determining the Sample Plan/Size and Data Collection

- Text, Chs. 12, 13 & 14; BB, pp. 156-184
- In-class assignment: Synthesis your learning, end of Ch. 13, pp. 394-95. Answer the questions at the end of the case. [Due 2/7]
- In-class assignment: Qu #13, p. 396 [Due 2/7]
- SPSSSA assignment #6: Working with SPSS Output [Due 2/12]
- Group assignment: none

**Thurs. 2/14 & Tues. 2/19**

11. Basic Data Analysis: Descriptive Statistics

- Text, Ch. 15 and Insight 15.5 on Guidelines for Presentation of Data Summarizations, p. 454; BB, pp. 185-195
- SPSSSA assignment #7: Descriptive Statistics for Nominal Data [Due 2/14]
- SPSSSA assignment #8: Descriptive Statistics for Scaled Data [Due 2/14]
- In-class assignment: Case 15.3, p. 503-04 – determine which variables/questions are nominal, ordinal, interval or ratio but no need to perform the SPSS analysis [Due 2/14]
- **Group assignment #3:** Case 15.3, p. 463. **AAA Concepts Descriptive Analysis**
  NOTE: Please follow the guidelines for the presentation of data as presented in Insight 15.5 Also, use the Graphs and Tables functions to present results if possible! See text pp. 625-632 and iReporter Assistant on textbook website. [Due 2/19]
DATE  TOPICS AND ASSIGNMENTS

Thurs. 2/21 & Tues. 2/26  12. Generalizing a Sample’s Findings to its Population and Hypothesis Testing
- Text, Ch. 16 and Insight 16.5 on Guidelines for Presenting Hypothesis Tests, p.491; BB, pp. 196-214
- SPSSSSA assignment #9: Establishing Confidence Intervals [due 2/21]
- SPSSSSA assignment #10: Testing a Hypothesis [due 2/21]
- In-class assignment: questions #10 and 11, p. 497. For #11, use the hypothesis test formula and perform the actual calculations to test the hypothesis! [Due 2/21]
- Group assignment #4: Synthesize Your Learning: Blood Bank of Delmarva and Inferential Analysis, pp. 491-496. Use 16.5 Guidelines on p. 491 when reporting your hypothesis tests. [Due 2/26]

Thurs. 2/28 & Tues. 3/5  13. Testing for Differences
- Text, Ch. 17 and Insight 17.5 on Guidelines for Reporting of Differences Tests, p. 524; BB, pp. 215-233
- SPSSSSA assignment #11: Assessing Differences… Independent [due 2/28]
  SPSSSSA assignment #12: Assessing Differences … Paired [due 2/28]
  SPSSSSA assignment #13: Applying ANOVA [due 2/28]
- Group Project #5: Case 17.3, p. 530, AAA Concepts and Differences Analyses. Use 17.5 Guidelines on p. 566 when reporting your differences analyses. [Due 3/5]

Thurs. 3/7 & Tues. 3/12  14. Determining and Interpreting Associations Between Two Variables
- Text, (1) Ch. 18 (2) Insight 18.4 on Guidelines for Reporting X-Tab Findings, p. 550, and (3) Insight 18.6 on Guidelines for Reporting Correlation Findings, p. 560; BB, pp. 234-263
- SPSSSSA assignment #14: Setting up and analyzing Cross-tabulations [due 3/7]
- SPSSSSA assignment #15: Working with Correlations [due 3/7]
- In-class assignment: Active Learning Exercises: (1) “Setting up and Analyzing Cross-Tabs,” pp. 549-550 – this requires you to actually compute and print-out cross-tab tables using the AA Concepts dataset, and (2) Date.net, pp. 556-557 [due 3/7]

Thurs. 3/14  15. SECOND EXAM, CHS. 11-18

Tues. 3/19  16. Discuss/review second exam; integration
1-3 PM

A Note on Oral Presentations of Group Assignments
1. Each group will hand in a written version of the assignment.
2. In addition, all groups will be asked to present some of their findings to the class on 2-3 different occasions.
3. Come prepared to demonstrate to the class how each analysis is done in SPSS and walk us through the interpretation of the output.
4. All group members should take part in the presentation.
Group Assignment Evaluation Form
MKTG381

You are required to hand this form in to me no later than the date/time of the second exam. Any information that you provide on this form will be confidential. Please do NOT put your name on this form.

Please take a moment and consider the effort each group member has put into the assignments this quarter. It is important that any member of the group who did not do his/her share of the work be downgraded accordingly. It is not fair to you or other group members if a student is given an "A" or a "B" that he/she does not deserve. However, all group members (except for the affected individual) must agree that this student has not done his/her share of the work (e.g., 2 out of 3 members) before I can downgrade that student. The actual amount by which that student will be downgraded will depend on the percentages given below. (Note: I will not upgrade individuals who have done more than their share, although I probably know who you are and will recognize you in other ways!)

I urge you to take this task seriously and to be honest about each member's contribution to the assignments.

Please list your group members (other than yourself) by name below. Indicate what share of the work each member has contributed to the assignments (less than, equal, more than). Next, attach a percentage contribution to each member to the best of your ability. For example, in a three member group, equal sharing of the workload would mean that each member (including yourself) did 33% of the work. Thus, if you feel that a group member has done LESS than his/her share, you would put down a percentage somewhat less than 33% (for a three member group); the actual percentage will depend on how much less than his/her share you feel that person contributed.

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<th>NAME</th>
<th>CONTRIBUTION LEVEL</th>
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