IMPORTANT ADDRESSES

Website Homepage: http://faculty.wwu.edu/bryce
SPSS Student Assistant Tutorials: 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]


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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<thead>
<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, and global trends</td>
<td>1. Exams; In-Class Assignments; SPSSSA Assignments; Group Assignments</td>
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<tr>
<td>2. Ability to specify management information needs and design a research study to meet those needs; use of primary versus secondary data</td>
<td>2. Exams; In-Class Assignments; Group Assignments #1 &amp; #2</td>
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<tr>
<td>3. Competency in using SPSS statistical software, in order to analyze and use marketing research data to make effective marketing decisions [technology application]</td>
<td>3. SPSSSA assignments; Group Assignments #3, #4, #5, #6</td>
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<td>4. Development of written and oral communication skills</td>
<td>4. In-Class Assignments; SPSSSA Assignments; Group Assignment Write-ups and In-Class Presentations</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 segmentation studies</td>
<td>6. Group Assignments #3, #4, #5, #6</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 OR from a link on my website (must use internet explorer). 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 PROJECTS

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 four times, two times individually and twice as part of his/her group presentations. However, you are encouraged to join in the class discussion many times! 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 exams 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>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>SPSSSA Assignments (13 @ 15 pts.)</td>
<td>185</td>
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<tr>
<td>Group Assignments (5 @ 60 pts.)</td>
<td>300</td>
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<tr>
<td>Class Participation/Attendance</td>
<td>205</td>
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<tr>
<td>Exams (2 @ 150 pts.)</td>
<td>300</td>
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### COURSE CONTENT AND SCHEDULE

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPICS AND ASSIGNMENTS</th>
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<tbody>
<tr>
<td>Tues. 1/7 &amp; Thurs. 1/9</td>
<td><strong>1. Introduction to Marketing Research: Basic Concepts, Trends, Ethics, Careers</strong>&lt;br&gt;Text, Chs. 1 and 2&lt;br&gt;In-class assignments (from text): (1) Qu. #14, p.16; (2) Case 1.2, p. 17; (3) Case 2.2, p. 36 (Due 1/9)&lt;br&gt;Group assignment: Group members assigned; Meet with group members, begin work on 1st group project</td>
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<td>Tues. 1/14</td>
<td><strong>2. Secondary Data and Packaged Information</strong>&lt;br&gt;Text, Ch. 5&lt;br&gt;SPSSSA assignment: complete the online SPSSSA tutorial “Quick Tour Parts 1 and 2: Overview of SPSS” (no written assignment due). See link from my website.&lt;br&gt;In-class assignments: Qu. #5 and 13, p. 112</td>
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<td>Thurs. 1/16</td>
<td><strong>3. The Research Process and Research Objectives</strong>&lt;br&gt;Text, Ch. 3&lt;br&gt;SPSSSA assignment #1: Milk Bone Dog Biscuits Part1: Entering and Saving Data and Part II: Modifying and Labeling Data&lt;br&gt;In-class assignments: (1) Qu. #6, p. 65 and (2) Case 3.2, p. 67</td>
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<tr>
<td>Tues. 1/21</td>
<td><strong>4. Research Design</strong>&lt;br&gt;Text, Ch. 4&lt;br&gt;SPSSSA assignment #2: Coca-Cola: Other SPSS Data Set Operations&lt;br&gt;In-class assignments: (1) Qu. #17, p. 90 and (2) Case 4.1, p. 90&lt;br&gt;<strong>Group assignment #1: Secondary Data Analysis Due in class on 1/21</strong></td>
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<td>Thurs. 1/23</td>
<td><strong>5. Data Collection Methods</strong>&lt;br&gt;Text, Chs. 6 &amp; 7&lt;br&gt;SPSSSA assignment #3: Noxema Skin Cream: Selecting Cases&lt;br&gt;Look over “test me” questions for SPSSSA #4 on Red Lobster: do you understand question #5?? [due 1/28]&lt;br&gt;In-class assignments: (1) Case 6.1, p. 140 and (2) Qu. #14, p. 172&lt;br&gt;Qualtrics Online Questionnaire Design Software: <a href="http://www.qualtrics.com/wwucbe.html">http://www.qualtrics.com/wwucbe.html</a>&lt;br&gt;Set up an account and complete the online tutorial on creating a survey. Read over Case 8.1, p. 206 (Group Assignment #2).</td>
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TOPICS AND ASSIGNMENTS

Tues., 1/28

6. Measurement Issues in Marketing Research

- Text, Ch. 8
- SPSSSA assignment #4: Red Lobster: Recoding and Computing Variables [due 1/28]
- In-class assignment: Review Question #18, p. 205 [due 1/28]
- Group assignment #2: Case 8.1, p. 206, Using Qualtrics to Design a Questionnaire. Design your online survey to answer the case questions. Make sure and review the guidelines on my website! Be prepared to present your questionnaire to the class. Due in class on 1/30
- Second Hour on 1/30: Computer Lab: lab exercise that reviews SPSS tutorials to date

Thurs., 1/30

- In-class assignment: Red Lobster: Recoding and Computing Variables [include print out from data editor [due 1/28]
- In-class assignment: Review Question #18, p. 205 [due 1/28]
- Group assignment #2: Case 8.1, p. 206, Using Qualtrics to Design a Questionnaire. Design your online survey to answer the case questions. Make sure and review the guidelines on my website! Be prepared to present your questionnaire to the class. Due in class on 1/30
- Second Hour on 1/30: Computer Lab: lab exercise that reviews SPSS tutorials to date

Tues., 2/4

8. EXAM #1, CHS. 1-8

Thurs., 2/6

9. Determining the Sample Plan/Size and Data Collection/Quality

- Text, Chs. 9 & 10 & 11
- SPSSSA assignment #5: Descriptive Statistics for Nominal Data [due 2/11]
- SPSSSA assignment #6: Descriptive Statistics for Scaled Data [due 2/11]
- In-class assignments: (1) Synthesis your learning, end of Ch. 10, pp. 256-257. Answer the questions at the end of the case; (2) Qu. #13, p. 258 [due 2/6]
- In-class assignment: Case 11.2, p. 284 [due 2/11]

Thurs., 2/13

10. Descriptive Statistics, Confidence Intervals and Hypothesis Tests

- Text, Ch. 12
- SPSSSA assignment #7: Establishing Confidence Intervals [due 2/13]
- SPSSSA assignment #8: Testing a Hypothesis [due 2/13]
- In-class assignments: (1) Qu. #18, p. 319 and (2) Case 12.2, p. 322 – determine which variables/questions are nominal, ordinal, interval or ratio but no need to perform the SPSS analysis. [due 2/13]
- Group assignment #3: Case 12.2, p. 321, Global Motors. Note: Please follow the guidelines for the presentation of data as presented in Insights 12.1-12.3. Also, use the Graphs and Tables functions to present results if possible! [Due 2/18]

Thurs. 2/20

11. Testing for Differences

- Text, Ch. 13
- SPSSSA assignment #9: Assessing Differences… Independent [due 2/20]
- SPSSSA assignment #10: Assessing Differences … Paired [due 2/20]
- SPSSSA assignment #11: Applying ANOVA [due 2/20]
- In-class assignment: Qu. #10, p. 348
- Group Project #4: Case 13.2, p. 349, Global Motors. Please follow the guidelines for the presentation of data as presented in Insight 13.4, p. 344. [Due 2/25]
DATE

TOPICS AND ASSIGNMENTS

Thurs, 2/27 & Tues. 3/4 12. Determining and Interpreting Associations Between Two Variables
- Text, Ch. 14
- SPSSSA assignment #12: Setting up and analyzing Cross-tabulations [due 2/27]
- SPSSSA assignment #13: Working with Correlations [due 2/27]
- In-class assignment: Date.net, p. 370 [due 2/27]
- Group assignment #5: Case 14.2, p. 377, Global Motors. Use Insights 14.2 and 14.4 when reporting your findings. [Due 3/4]

Thurs. 3/6 & Tues. 3/11 13. Integration and Wrap-up

Thurs. 3/13 14. EXAM #2, Chs. 9-14

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.
You are required to hand this form in to me no later than the date/time of the final 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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<tr>
<th>NAME</th>
<th>CONTRIBUTION LEVEL</th>
<th>CONTRIBUTION %</th>
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<tr>
<td></td>
<td>less than, equal, more than</td>
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