Marketing Research: B8617  
(Revised June 5, 2013)

Summer 2013  
Time: Thursday 9:00am – 1:15pm  
Room: Uris Hall 333  
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Office Hours: By Appointment

Course Description

As a manager you will need information to make informed decisions. Where will this information come from, how can it be best collected, how should it be analyzed and what implications can be drawn from it? These are questions that we will address in this course.

Marketing research is an organized way of developing and providing consumer information for decision-making purposes. You may or may not directly engage in marketing research, but it will certainly be used to provide the information you need. Hence a thorough understanding of how marketing research works will be very important for you as a manager.

The main objectives of this course are to provide you with the skills for systematic research problem analysis, and to develop a critical eye and appreciation for the potential and limitations of marketing research methods. In order to achieve that, the approach taken in this course will be guided by the following ideas.

Classic and Contemporary

Organizations have conducted marketing research studies for more than half a century. In this course we will learn about the tried and true methods (most of which are still in use today), but will also spend considerable amount of time on more recent and practical developments.

Learning by Doing

There is no better way to learn than by doing. Hence a core component of this class will be the group project (more details later), in which you will formulate the problem, develop the instrument, collect and analyze the data and report on its implications.

As a marketing research practitioner, my emphasis in this course will be on the practice of marketing research. You will be exposed to plenty of practical terms, materials, processes and people to help you become a knowledgeable consumer of marketing research when you graduate from CBS.
Course Format

We will use as many different approaches as possible to foster an interesting learning experience. The more you are engaged and the more you participate, the more you will learn. Every class session will have lectures, but I will expect you to be prepared for the class and ready to take part in an active exchange of ideas (see the Readings and Case Packet for preparatory materials). The reading materials (and videos) have been chosen with an eye toward exposing you to classic and contemporary approaches in research. My experience along with that of guest lecturers will provide you perspectives on how research is used in practice. Through the analysis of data that you collect, and that I will provide (see Required Materials), you will gain a good understanding of practical data analysis and derivation of insights for decision-making.

Required Materials

Readings and Case Packet
IBM-SPSS statistical software

Please read the assigned readings for each class ahead of time and be prepared to discuss in class.

You will need to acquire a copy of IBM-SPSS software and have it loaded on your laptop. It is a software package that is powerful, user-friendly and widely used, and will be very useful for you in this course and in your business life. With a straightforward spreadsheet-like screen and a point-and-click interface it is very easy to use. We will cover the basics that are required for this course and the teaching assistant and I will be available to you throughout the course. However, I recommend that you obtain the software package and learn the basics to the extent possible, so we can use as much as possible of our time together to analyze the data and derive insights.

Student Evaluation

Class Participation 20% (Individual)
Assignments 30% (Individual)
Group Project 50% (Group, but 10% is individual, based on interaction with me)

The group project and assignments are not only aimed at helping you understand marketing research but also to get you to work together – as you will in your business life. Consequently, it is important to learn how to work together, maximizing the skills that each person brings to the group, in order to successfully complete the project/assignments. Students will evaluate each other’s performance in doing group work and this will be considered in assigning final grades.
Class Participation

Actively participating in class discussions is a fundamental key to learning in this class. I expect that you will have read and thought about the assigned reading materials (and other related materials that are easily available) and come to class prepared to discuss, critique and defend your point of view. This will make the class more enjoyable and rewarding for both you and me.

Attendance is a necessary but not sufficient condition for participation and will be evaluated accordingly. Attendance is mandatory for all classes including guest speaker lectures and project presentations that do not involve your group.

If you have any issues with actively participating in the class discussion please talk to me about it separately.

Classroom Etiquette

Class will be conducted using the same rules of decorum that apply in business meetings. These rules are adopted with the goals of fairness and productivity in mind and are very simple.

- Be punctual
- Do not be disruptive
- Be accountable

If this is not clear, I will be happy to elaborate on why companies insist on these rules. For your purpose this translates into being on time, not leaving early, letting me know when you are going to miss class, and not using your laptop, tablet, smartphone or other devices for non-class purposes.

Feedback

This is a marketing research class. Need I say more about the importance of feedback in making this course a better experience for all of us (and future students)? Feel free to talk to me outside class, call or email. I’m more than happy to listen to your comments, suggestions and questions.
Group Project

Groups of about 5 students will work together on the project. You will think of yourself as a marketing research company (Columbia Research) executing a project on behalf of a client. You are free to choose any real company as a client. It could be a company known to you, a prior employer, one that has approached the business school with a problem, a start-up, or simply one that you think has an interesting problem. You can choose to contact the company to see if it wants to participate, but that is not necessary for the purpose of this project. A start-up could be especially interesting as it may not have in-house marketing researchers and hence may welcome the opportunity to work with you. The company could be a regular corporation or something less conventional such as a non-profit, governmental agency, minor sports team, home-based small business, museum, blog, etc. Again, the only criterion is that they have an interesting problem that can be addressed using marketing research. Once you have identified the company and its problem you need to undertake the following steps.

- Write a short, but complete, proposal that explains how you are going to solve the problem. Make sure you address all the elements a standard proposal will have (such as objectives, research approach, sampling, data collection method, analysis, report, timing, budget and team member bios).

- When the proposal is approved, you will move to the data collection stage. Typically this will include two phases – qualitative and quantitative data collection. Qualitative could be In-Depth Interviews (IDI), Focus Groups, Ethnography, Observation or something else. If you choose to use a web based method like Online Bulletin Boards (OLBB) you will need to obtain software that can accomplish that. Quantitative data collection will usually be a survey, based on a questionnaire you have designed, an experiment you have designed, or data provided by a company.

- You do not have to necessarily do two stages of data collection. Your problem could dictate that one stage may be sufficient, in which case you can choose to focus all your energies on that one stage. For example, you may feel that observational research at a retail outlet will tell you everything you need to know and that quantitative research will not add anything to it. There is nothing wrong with that. But in that case, the standard of effort and output that are required will be higher than what is expected in projects where two stages are used.

- The data you collected in the first phase will inform what you are planning to do in the second stage. Quantitative data you collect in the second stage should be analyzed using IBM SPSS software. I encourage you to experiment with your data to get a feel for how real data behave (and misbehave). You will be evaluated more for the effort you put into the analysis than for your ability to solve the problem (given the time and budget constrained environment that you will be operating in).

- When the analysis is completed you will write a report (not to exceed 10 pages excluding questionnaire, tables, figures, etc.) and submit that along with a copy of your data file in either Excel or SPSS format, as well as any other relevant material that you developed for the project (stimuli, video etc).
• Finally, you will also put together a PowerPoint deck to present your results in class. Your grade for the project will depend on all aspects of this project. You will also grade your team members on their effort and cooperation. If no evaluation is turned in, I will assume everyone participated equally. Individual project grades will be adjusted up or down depending on the evaluations. I will also adjust the project grade based on my perception of your effort on behalf of the group, based on my interactions with you. So it is to your benefit to make me aware of what your contribution was to the group project.

Assignments

Three homework assignments will need to be completed individually. Assignments will be due at the beginning of class on the due dates (no exceptions). If you have a valid reason for not being able to turn in the assignment, please let me know in advance. More details on assignments will be provided on the first day of class.
## Summer 2013 Tentative Class Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics</th>
<th>Preparation/Due</th>
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| **Session 1**    | Introduction, Overview                      | **Case: The Coop**  
Reading  
Project Group Formation |
| Thursday May 30  |                                             |                                                      |
| **Session 2**    | Qualitative Research                        | **Case: Boston Fights Drugs**  
Reading  
Finalize Project Groups,  
Choose Project Topic |
| Thursday June 6  |                                             |                                                      |
| **Session 3**    | Quantitative Research  
**Guest Lecture**  
Robert McCouch  
Chief of Section, OIOS,  
United Nations | Reading  
Submit: Project Proposals  
Group Work on Qualitative   |
| Thursday June 13 |                                             |                                                      |
| **Session 4**    | Survey Design  
**Guest Lecture**  
Jim Neuwirth  
President, North America,  
Northstar Research Alliance | Reading  
Finish Qualitative Group Work  
SPSS analysis  
Submit: Assignment 1 |
| Thursday June 20 |                                             |                                                      |
| **Session 5**    | Multivariate Data Analysis  
**Guest Lecture**  
Curt Robinson/Liz Claypoole  
Hershey’s | Reading  
Submit: Project Surveys  
Start Data Collection |
| Thursday June 27 |                                             |                                                      |
| **Mid-Semester Break** |                                         |                                                      |
| **Session 6**    | Segmentation  
**Guest Lecture**  
Rachel Dreyfus  
Fmr VP, Market Intelligence,  
Time Warner Cable | **Case: Ford Ka**  
Reading  
Submit: Assignment 2 |
| Thursday July 11 |                                             |                                                      |
| **Session 7**    | Conjoint Analysis                           | Reading  
SPSS analysis  
Project data analysis |
| Thursday July 18 |                                             |                                                      |
| **Session 8**    | New Topics in MR  
**Guest Lecture**  
Tom Anderson,  
CEO, Anderson Analytics | Reading  
Submit: Assignment 3 |
| Thursday July 25 |                                             |                                                      |
| **Session 9**    | New Topics in MR                            | Reading  
Project Meetings |
| Thursday August 1|                                             |                                                      |
| **Session 10**   | Course Summary  
Group Presentations | **Submit: Project Report and other materials** |
| Thursday August 8|                                             |                                                      |
Session Details

Session 1 (Thursday, May 30)

Introduction to course
Overview of marketing research (Qualitative/Quantitative, Traditional/New, Practical Issues)
Research Design
Discussion of real project materials (proposal, questionnaire, report)

*Form groups for class project*

*Prepare for Class*

*Case: The Coop*

*Reading:*
  - Backward Marketing Research
  - Lies, Damned Lies and Medical Science
  - From Research to Relationship
  - Note on Market Research

Session 2 (Thursday, June 6)

What is Qualitative Research?
(Focus Groups, IDI, Online Bulletin Boards, Ethnography, Observation, Communities, Crowdsourcing, ZMET, Idea Generation)

*Finalize Project Groups*

*Choose Project Topic*

*Prepare for Class*

*Case: Boston Fights Drugs*

*Reading:*
  - Exploratory Research
  - Out of Focus Groups
  - Focus Groups That Look Like Play Groups
  - Anthropology Inc
  - Watch and Learn
  - The Museum is Watching You
  - You May Get More Than You Pay For

*Optional Reading:* Why We Buy – Paco Underhill
Session 3 (Thursday, June 13)

What is Quantitative Research?
(Primary/Secondary Research, Cross-sectional and Longitudinal Surveys, Experiments, Syndicated Studies, Panel Data)
Sampling

Submit Project Proposal
Work on Group Project (Qualitative)
Guest Lecture

Prepare for Class

Reading: Descriptive Research
Sample Design in Marketing Research
How to Design Smart Business Experiments
A Step by Step Guide to Smart Business Experiments
Marketing Research in the Courtroom

Session 4 (Thursday, June 20)

Survey Design
Measurement (Scales, etc)
Univariate Analysis (Frequencies, Top Boxes)
Bivariate Analysis (Correlation)

Complete Qualitative work on Group Project
SPSS Analysis
Submit Assignment 1
Guest Lecture

Prepare for Class

Reading: David takes on Goliath: An Analysis of Survey Evidence in a Trademark Dispute
Self-Reports: How the Questions Shape the Answers
Consumers Rebel Against Marketers’ Endless Surveys
When Voters Lie
How Surveys Influence Consumers
Session 5 (Thursday, June 27)

Multivariate Data Analysis
Regression Analysis and Practical Issues (Multicollinearity, Quadrant Maps, etc)
Factor Analysis and Interpretation
Introduction to Preference Measurement

Submit Project Surveys
Start Data Collection

Prepare for Class

Reading: Kramer: The Spinoff
What’s Your Preference?
The One Number You Need to Grow

Mid-Semester Break

Session 6 (Thursday, July 11)

Segmentation Analysis
(Cluster analysis and other approaches)
Practical issues

Submit Assignment 2
Guest Lecture

Prepare for Class

Case: Ford Ka

Reading: A Survey of Analysis Methods: Part II (Segmentation)
Advisers Mine Clients’ Personality Types
Session 7 (Thursday, July 18)

Preference Measurement with Conjoint Analysis
(Traditional, Discrete Choice, Adaptive)
Practical Issues (Design and Product Development, Simulation, Optimization)

SPSS Analysis
Project Data Analysis

Prepare for Class

Reading:  
A User’s Guide to Conjoint Analysis  
The Price is Right (or is it?)  
The Extraordinary Science of Addictive Junk Food  
To Learn What People Want, Trade ‘Idea Stocks’

Session 8 (Thursday, July 25)

New Topics in Marketing Research
(Big Data, Text Analytics, Data Visualization, Predictive Analytics, Prediction Markets)

Submit: Assignment 3
Guest Lecture

Prepare for Class

Reading:  
The End of Theory: The Data Deluge Makes the Scientific Method Obsolete  
The Mayor’s Geek Squad  
Why Obama is Better at Getting Out the Vote  
Mine Your Own Business: Market Structure Surveillance Through Text Mining
Session 9 (Thursday, August 1)

New Topics in Marketing Research
(Mobile Research, DIY Research, Social Media Research, IAT, Behavioral Economics, Neuroscience)

Project Meetings

Prepare for Class

Reading: Promises and Pitfalls of Social Media Research
Qualtrics: Tech’s Hidden Gem in Utah
If Your Brain Has a ‘Buy Button’ What Pushes It?
I Can’t Think
Screen Test: Why We Should Start Measuring Bias
Shape of Marketing Research in 2021
The New Online Era of Consumer Surveys

Session 10 (Thursday, August 8)

Course Summary
Group Presentations

Submit Project Report and Other Materials