Marketing Research: B8617
(Revised Sept 5, 2013)

Fall 2013
Time: Tuesday 9:00am – 12:15pm
Room: Uris Hall 142
T.A: Jia Liu
jliu16@gsb.columbia.edu

Professor Rajan Sambandam
Email: rs3358@columbia.edu
Office: 218 Uris
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 delivering 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.

Learning in Context

We will take a practical approach to the study of marketing research by reading and discussing articles on research, discussion of practical research problems and through guest lectures. You will be exposed to both traditional methods (most of which are still in use today), as also more recent and cutting-edge approaches that are still evolving.

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 Statistics Base GradPack 20/21 (6 Month rental) statistical software

**Recommended Material**


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 our time together to analyze the data and derive insights.
Student Evaluation

Class Participation  20% (Individual)
Assignments        40% (Individual and Group)
Group Project       40% (Group)

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. 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**

Four homework assignments will need to be completed individually or as part of a group. 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 later.
# Fall 2013 Tentative Class Schedule

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<tr>
<th>Dates</th>
<th>Topics</th>
<th>Preparation/Due</th>
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<tr>
<td>Session 1&lt;br&gt;Tuesday Sept 3</td>
<td>Introduction, Overview</td>
<td>Case: The Coop&lt;br&gt;Reading&lt;br&gt;Project Group Formation</td>
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<tr>
<td>Session 2&lt;br&gt;Tuesday Sept 10</td>
<td>Qualitative Research</td>
<td>Case: Boston Fights Drugs&lt;br&gt;Reading&lt;br&gt;Finalize Project Groups</td>
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<tr>
<td>Session 3&lt;br&gt;Tuesday Sept 17</td>
<td>Quantitative Research</td>
<td>Reading&lt;br&gt;Choose Project Topic</td>
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<tr>
<td>Session 4&lt;br&gt;Tuesday Sept 24</td>
<td>Survey Design, Measurement</td>
<td>Reading&lt;br&gt;Submit: Assignment 1&lt;br&gt;Submit: Project Proposals</td>
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<tr>
<td>Session 5&lt;br&gt;Tuesday Oct 1</td>
<td>Sampling, Weighting</td>
<td>Reading&lt;br&gt;Group Work on Qualitative</td>
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<tr>
<td>Session 6&lt;br&gt;Tuesday Oct 8</td>
<td>Basic Data Analysis</td>
<td>Start Data Collection&lt;br&gt;SPSS analysis&lt;br&gt;Submit: Assignment 2</td>
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<tr>
<td>Session 7&lt;br&gt;Tuesday Oct 22</td>
<td>Multivariate Data Analysis</td>
<td>Reading&lt;br&gt;SPSS analysis&lt;br&gt;Submit: Project Surveys</td>
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<td>Session 8&lt;br&gt;Tuesday Oct 29</td>
<td>Segmentation</td>
<td>SPSS analysis</td>
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<td>Tuesday Nov 5</td>
<td>University Holiday – No Class</td>
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<tr>
<td>Session 9&lt;br&gt;Tuesday Nov 12</td>
<td>Preference Measurement</td>
<td>Reading&lt;br&gt;Project data analysis&lt;br&gt;Submit: Assignment 3</td>
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<tr>
<td>Session 10&lt;br&gt;Tuesday Nov 19</td>
<td>New Topics in MR – Part 1</td>
<td>Reading&lt;br&gt;Submit: Assignment 4</td>
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<tr>
<td>Session 11&lt;br&gt;Tuesday Nov 26</td>
<td>New Topics in MR – Part 2</td>
<td>Reading&lt;br&gt;Project Meetings</td>
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<tr>
<td>Session 12&lt;br&gt;Tuesday Dec 3</td>
<td>Group Presentations</td>
<td>Submit: Project Report and other materials</td>
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Session Details

Session 1 (Tuesday, Sept 3)

Introduction to course
Overview of marketing research, Research Design
Discussion of real project materials (proposal, questionnaire, report)

Form groups for class project

Prepare for Class

Case: The Coop

Reading: Lies, Damned Lies and Medical Science

Optional Reading: Text – Chapters 1, 2, 3

Session 2 (Tuesday, Sept 10)

Qualitative Research
(Focus Groups, IDI, Ethnography, Online Bulletin Boards, Communities, ZMET,

Finalize Project Groups

Prepare for Class

Case: Boston Fights Drugs

Reading: Focus Groups That Look Like Play Groups
The Museum is Watching You

Optional Reading: Text – Chapters 4, 5
Why We Buy – Paco Underhill (Book)
Session 3 (Tuesday, Sept 17)

Quantitative Research
(Primary/Secondary Research, Surveys, Experiments, Syndicated Studies, Panel Data)

Choose Project Topic

Prepare for Class

Reading: A More perfect Poll
A Step-by-Step Guide to Smart Business Experiments
Qualtrics: Tech’s Hidden Gem in Utah

Optional Reading: Text – Chapters 6, 7

Session 4 (Tuesday, Sept 24)

Submit Assignment 1

Survey Design
Measurement (Scales, etc)

Submit Project Proposal

Prepare for Class

Reading: Marketing Research in the Courtroom
When Voters Lie

Optional Reading: Text – Chapters 8, 9, 10
Session 5 (Tuesday, Oct 1)

Sampling
Weighting

*Guest Lecture*
*Work on Group Project (Qualitative)*

Prepare for Class

**Reading:**
- David Takes on Goliath
- The New Era of Online Consumer Research

**Optional Reading:**
- Text – Chapters 11, 12

Session 6 (Tuesday, Oct 8)

*Submit Assignment 2*

Basic Data Analysis
Univariate Analysis (Frequencies, Top Boxes)
Bivariate Analysis (Correlation)

*Guest Lecture*
*SPSS Analysis*

Prepare for Class

**Reading:**
- No required reading

**Optional Reading:**
- Text – Chapter 15

Mid-Semester Break
Session 7 (Tuesday, Oct 22)

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

Submit Project Surveys
Guest Lecture
SPSS Analysis

Prepare for Class

Reading: Kramer: The Spinoff
The One Number You Need to Grow

Optional Reading: Text – Chapters 17, 18, 19

Session 8 (Tuesday, Oct 29)

Segmentation Analysis
(Cluster analysis and other approaches)
Practical issues

Start Data Collection
SPSS Analysis

Prepare for Class

Reading: No required reading

Optional Reading: Text – Chapters 20

Nov 4 – University Holiday – No Class
Session 9 (Tuesday, Nov 12)

Submit Assignment 3

Preference Measurement
Max-Diff
Conjoint Analysis (Traditional, Discrete Choice,)
Practical Issues

Project Data Analysis

Prepare for Class

Reading: What’s Your Preference?
A User’s Guide to Conjoint Analysis
The Extraordinary Science of Addictive Junk Food

Optional Reading: Text – Chapters 21

Session 10 (Tuesday, Nov 19)

Submit: Assignment 4

New Topics in Marketing Research – Part 1
Big Data (Text Analytics, Predictive Analytics, Social Media Research)
Data Visualization

Prepare for Class

Reading: The Mayor’s Geek Squad
Why Obama is Better at Getting Out the Vote
Promises and Pitfalls of Social Media Research
**Session 11 (Tuesday, Nov 26)**

New Topics in Marketing Research – Part 2  
(Prediction Markets, Gamification, Behavioral Economics, Neuroscience)

Course Summary

*Project Meetings*

*Prepare for Class*

**Reading:**  
To Learn What People Want, Trade ‘Idea Stocks’  
Neuromarketing: Tapping into the ‘Pleasure Center’ of Consumers  
I Can’t Think  
Shape of Marketing Research in 2021

**Session 10 (Tuesday, Dec 3)**

Group Presentations

*Submit Project Report and Other Materials*