Marketing Research: B8617  
(Revised May 18, 2015)

Summer 2015  
Professor Rajan Sambandam  
Email: rs3358@columbia.edu  
Office Hours: By Appointment

Tuesday 9:00am – 1:15pm  
Uris Hall 330  

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Course Description

You are a manager in a large corporation tasked with making marketing decisions. Or perhaps you are part of a start-up. In either case there are fundamental questions you need answered. Questions such as:


While anecdotal information is a start, what you need is a systematic approach to gathering and analyzing information that can help answer these critical questions.

Welcome to Marketing Research!

In this course you will gain a strong (and long-lasting) understanding of how to systematically gather and analyze information to help make marketing decisions. You will learn a practical framework for conducting research, knowledge to properly design research, techniques and tools to analyze data and about practical information sources. We will use an approach (shown below) that maximizes your ability to apply what you learn.

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<th>Sessions</th>
<th>Description</th>
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<td>1</td>
<td>Overview</td>
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<td>2-5</td>
<td>Research Design</td>
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<td>6-9</td>
<td>Marketing Analytics</td>
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<td>10</td>
<td>Project Presentations</td>
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The majority of the course is in the middle two sections. The first section (Session 1) will be an overview of the course and pitches from participating companies. In the second section (Sessions 2-5) we’ll cover everything you will need for the successful design of the group project and data collection. In the third
section (Sessions 6-9), we will discuss and utilize several marketing analytic techniques. The last session will be devoted to group project presentation (see Class Schedule below).

**Required Materials**

- Readings and Case Packet (Available at Operations Office on Uris 2nd floor)
- IBM-SPSS Statistics Base GradPack 22 (6-Month rental) statistical software
- SSI Web (from Sawtooth Software, provided by the school)

**Note:** The school has pre-purchased SPSS licenses for MBA students taking the course. The license vendor will email you a link for software download. Non-MBA students need to purchase a six-month license from:


Both IBM-SPSS and SSI Web are software packages that are powerful, user-friendly and widely used, and hence will be very useful for you in this course and in your business life. We will cover the basics that are required for this course and I will be available to you throughout the course. However, I recommend that you learn the basics to the extent possible, so we can use our time together to analyze the data and derive insights.

**Recommended Material**


Copies of this book will be on hold in the library. It is an excellent reference on many marketing research topics.

**Student Evaluation**

<table>
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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Class Participation</td>
<td>20% (Individual)</td>
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<tr>
<td>Assignments</td>
<td>40% (Individual and Group)</td>
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<td>Group Project</td>
<td>40% (Group)</td>
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Students will evaluate each other’s performance in doing group work and this will be considered in assigning final grades.
Class Participation

This could be more accurately called class engagement and participation. I will make a strong effort to get to know you personally from the first class and ensure that your contribution is accurately evaluated. Your level of attention and engagement, contribution to the class discussions and general interaction will all count toward the class participation grade.

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 and letting me know when you are going to miss class. Further, using your laptop, tablet, smartphone or other devices is not allowed. Laptops can be used at designated times (such as SPSS analysis) but not otherwise.

Group Project

The group project is the most important component of the class both in terms of helping you learn research (by doing it) and in terms of the weight given for grading. Groups of about 4 students will work together on the project with a real company. While you are free to choose a company on your own, I will also arrange for some to come to class and make pitches. Whichever route you decide to take, the project will need to follow guidelines on how the research is to be done (which will be distributed in the first class). In short, the problem you are tackling needs to be addressed using research. The steps you will go through in the group project are as follows:
• After initial discussions with your client write a short but complete proposal that explains how you are going to solve the problem. Make sure you address all the essential elements such as objectives, research approach, sampling, data collection and analysis. You may be asked to present your proposal to the class for feedback.

• When the proposal is approved, you will move to the data collection stage. This will include three phases – secondary research, qualitative and quantitative data collection. For secondary research you will be expected to use the resources available at the Watson library as well as information provided by your company. Qualitative research could be In-Depth Interviews (IDI), Focus Groups, Ethnography, Observation or something else. Quantitative data collection will be a survey, based on a questionnaire you have designed.

• You will submit a short summary of the first two phases and discuss the results in the class for feedback. The analysis you conduct in each phase will guide the succeeding phase. Quantitative data you collect should be analyzed using IBM SPSS software or SSI Web software. 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, 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. 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. So it is to your benefit to make me aware of what your contribution was to the group project.

Assignments

These include Reading Submissions (based on articles to be discussed in class) and homework assignments that require data analysis. They will need to be completed individually or as part of a group. Assignments will be due at the posted due dates and times (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.
## Summer 2015 Tentative Class Schedule

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<tr>
<th>Dates</th>
<th>Topics</th>
<th>Preparation/Due</th>
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<tr>
<td><strong>Session 1</strong></td>
<td><strong>Tuesday May 26</strong>&lt;br&gt;Introduction, Overview&lt;br&gt;Secondary Research&lt;br&gt;Company Pitches</td>
<td>Project Group Formation</td>
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<td><strong>Session 2</strong></td>
<td><strong>Tuesday June 2</strong>&lt;br&gt;Qualitative Research&lt;br&gt;Guest Lecture&lt;br&gt;Kathleen Dreyer&lt;br&gt;Head, Watson Library</td>
<td>Finalize Project Groups&lt;br&gt;Choose Project Topic</td>
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<tr>
<td><strong>Session 3</strong></td>
<td><strong>Tuesday June 9</strong>&lt;br&gt;Quantitative Research I&lt;br&gt;Intro to SSI Web</td>
<td>Submit: Project Proposals&lt;br&gt;Reading Submission 1</td>
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<td><strong>Session 4</strong></td>
<td><strong>Tuesday June 16</strong>&lt;br&gt;Quantitative Research II&lt;br&gt;Sampling, Experiments</td>
<td>Group Work on Qualitative&lt;br&gt;Reading Submission 2&lt;br&gt;Project Update</td>
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<td><strong>Session 5</strong></td>
<td><strong>Tuesday June 23</strong>&lt;br&gt;Intro to Preference Measurement&lt;br&gt;Guest Lecture&lt;br&gt;Jonathan Gordon&lt;br&gt;Principal – McKinsey</td>
<td>Submit: Secondary Research Summary&lt;br&gt;Reading Submission 3&lt;br&gt;Project Update</td>
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<td><strong>Mid-Semester Break – No class on June 30</strong></td>
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<td><strong>Session 6</strong></td>
<td><strong>Tuesday July 7</strong>&lt;br&gt;Marketing Analytics I&lt;br&gt;Multivariate Data Analysis&lt;br&gt;Intro to SPSS&lt;br&gt;Guest Lecture&lt;br&gt;Keith Price &amp; Hugh Davis&lt;br&gt;Co-CEOs – Critical Mix</td>
<td>Submit: Qual Research Summary&lt;br&gt;Reading Submission 4 - NPS&lt;br&gt;SPSS analysis&lt;br&gt;Start Data Collection</td>
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<td><strong>Session 7</strong></td>
<td><strong>Tuesday July 14</strong>&lt;br&gt;Marketing Analytics II&lt;br&gt;Factor and Clustering</td>
<td>Group Work on Quantitative</td>
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<td><strong>Session 8</strong></td>
<td><strong>Tuesday July 21</strong>&lt;br&gt;Marketing Analytics III&lt;br&gt;Preference (Conjoint) Analysis&lt;br&gt;Mapping&lt;br&gt;David Rothschild&lt;br&gt;Economist – Microsoft Research</td>
<td>Submit: Assignment 1</td>
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<tr>
<td><strong>Session 9</strong></td>
<td><strong>Tuesday July 28</strong>&lt;br&gt;New Topics in MR&lt;br&gt;Course Summary</td>
<td>Project Meetings&lt;br&gt;Submit: Assignment 2</td>
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<tr>
<td><strong>Session 10</strong></td>
<td><strong>Tuesday Aug 4</strong>&lt;br&gt;Group Presentations</td>
<td>Submit: Project Report and other materials</td>
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Session Details

Session 1 (Tuesday, May 26)

Introduction to course
Overview of marketing research, Research Design, Secondary Research
Discussion of project materials

Form groups for class project

Reading

Discussion Reading: None

After Class Reading: Backward Market Research
                      Shock the Sheep

Optional Reading: Text – Chapters 1, 2, 3, 4

Session 2 (Tuesday, June 2)

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

Guest Lecture
Finalize Project Groups
Choose Project Topic

Reading

Discussion Reading: None

After Class Reading: Unleashing the Joy of Reddi-Wip and Fruit
                      The Museum is Watching You

Optional Reading: Text – Chapter 5
                  Why We Buy – Paco Underhill (Book)
Session 3 (Tuesday, June 9)
Quantitative Research I
Primary Research
Survey Design, Measurement, Syndicated Studies, Panel Data, GCS

Submit Group Project Proposal
Reading Submission 1

Reading
Discussion Reading:  Lies, Damned Lies and Medical Science

After Class Reading:  Note on Market Research
Life’s Better When We Are Connected
When Voters Lie

Optional Reading:  Text – Chapters 6, 8, 9, 10,

Session 4 (Tuesday, June 16)
Experimental Research
Sampling, Weighting

Reading Submission 2

Reading
Discussion Reading:  Marketing Research in the Courtroom
David Takes on Goliath

After Class Reading:  The New Era of Online Consumer Research

Optional Reading:  Text – Chapters 7, 11, 12
A More Perfect Poll
Session 5 (Tuesday, June 23)

Introduction to Preference Measurement
Max-Diff and Conjoint Designs (Traditional and Discrete Choice)

Submit Group Project Secondary Research Summary
Guest Lecture
Reading Submission 3

Reading

Discussion Reading: Case: The Coop

After Class Reading: A User’s Guide to Conjoint Analysis

Optional Reading: Text – Chapter 8, 21

Mid-Semester Break

Session 6 (Tuesday, July 7)

Basic Data Analysis, Univariate and Bivariate Analyses
Regression Analysis and Practical Issues (Multicollinearity, Quadrant Maps, etc)

SPSS Introduction
Submit Project Survey Outline
Submit Group Project Qualitative Summary
Reading Submission 4

Reading

Discussion Reading: The One Number You Need to Grow

After Class Reading: None

Optional Reading: Text – Chapters 15, 16, 17, 18,
Session 7 (Tuesday, July 14)

Factor Analysis and Interpretation
Segmentation Analysis
(Cluster analysis and other approaches)
Practical issues

Reading

Discussion Reading: None
After Class Reading: None
Optional Reading: Text – Chapter 19, 20

Session 8 (Tuesday, July 21)

Preference Measurement II
Max-Diff Analysis, Conjoint Analysis, Practical Issues
Perceptual Mapping

Submit: Assignment 1
Guest Lecture

Reading

Discussion Reading: Apple Vs Samsung: The $2 Billion Case
After Class Reading: What’s Your Preference?
Optional Reading: Text – Chapter 21
The Extraordinary Science of Addictive Junk Food
(New York Times Magazine, 2/24/2013)
Session 9 (Tuesday, July 28)

New Topics in Marketing Research
Big Data (Text Analytics, Predictive Analytics, Social Media Research)
Prediction Markets, Gamification, Behavioral Economics, Neuromarketing

Submit: Assignment 2
Project Data Analysis

Reading

Discussion Reading: Promises and Pitfalls of Social Media Research

After Class Reading: Score with Wheelchair Basketball

Optional Reading: The Mayor’s Geek Squad
Why Obama is Better at Getting Out the Vote
To Learn What People Want, Trade ‘Idea Stocks’
Neuromarketing: Tapping into the ‘Pleasure Center’ of Consumers

Session 10 (Tuesday, Aug 4)

Group Project Presentations

Submit Project Report and Other Materials