

## **BKTG 642: Advanced Marketing Research – Fall 2021**

**Tuesday 4-7 pm in GBB 205 or Zoom (link: <http://umontana.zoom.us/j/3632457049>)**

### **Course Description**

The purpose of marketing research is to provide information for making better business decisions. In this course you will develop an awareness and understanding of the various information sources and techniques for gathering and analyzing marketing data that can reduce the uncertainty and increase the profitability of marketing decisions. In principle, this course has two major sections: *Market Research Design/Data Collection* and *Data Analysis*. In the first part, you will learn the fundamentals of marketing research with particular emphasis on problem definition, market research study design, and data collection. In the second part, we will go beyond the typical descriptive statistics and basic tests to recognize the complexities and interrelatedness of marketing variables. In this advanced course we will study multivariate marketing models and statistical techniques widely used for various business and marketing questions in practice. For each model covered in this course, we will focus on (a) what kind of decision-making problems the model is used for; (b) which variables are required for running the model and the technical details of the model; and (c) how to make decisions based on the results from the model. The course will enhance your knowledge and skills in databased decision making, advanced quantitative analysis, multivariate statistics, and marketing intelligence in the context of marketing applications. The course will use hands on experiential learning methods to impart and strengthen the required skills and knowledge.

### **Learning Goals**

1. Demonstrate mastery of the marketing research process as a tool for decision making in business;
2. Recognize the research approach needed to tackle different types of business problems; design, plan, and conduct effective research studies;
3. Develop a strong understanding of modern marketing models and related statistical techniques; these include: multiple regression, logistic models, ANOVA, factor analysis, cluster analysis, multidimensional scaling, etc.
4. Apply appropriate models and techniques to real world marketing problems using Excel, SPSS, and R.

### **Course Format and Expectations**

This course will cover various aspects of marketing research. It will involve lectures, class discussions, hands-on assignments and applications, and a comprehensive project. You are expected to complete the assigned readings and applications as scheduled. This will assist your learning, and help you contribute to class discussions. Please note that while the course delivery is designed to provide you with maximum flexibility by allowing you to choose to come to class in person, connect to the video conference in zoom or watch the recorded classes at your convenience, I expect you to do all you can to participate in the live classes (in-person or zoom). Three hours is a long time to lecture. Expect many in class exercises/applications and feedback and guidance provided on the spot. While you won't miss any graded assignments, you will have a poorer learning experience if you don't participate in the live classes and are simply a passive remote online consumer.

### **Course Materials**

[\*The Practice of Survey Research: Theory and Applications\* 1st Edition, 2016, by Gillespie, Ruel, and Wagner.](#)

Available on Amazon in different formats

Articles and web resources will be posted in Moodle and assigned at the appropriate time – make sure to check the Moodle course for assignments each week. This course requires the use of Excel, SPSS, and R. SPSS is available in the COB computer lab or for \$35 you can buy a grad pack for 6 months (strongly recommended) (<https://studentdiscounts.com/ibmspsstatisticsgradpack25basedownload-winmac-6mth.aspx>).

Recommended:

[\*Marketing Models: Multivariate Statistics and Marketing Analytics, 3<sup>rd</sup> ed, 2017, by Iacobucci\*](#)

Available on Amazon in different formats

### **Performance Evaluation:**

Group Project	40%
Assignments	30%
Final Exam	20%
Class participation	10%

Course grades are assigned as follows: A (92 - 100%); A- (90 – 91.9%); B+ (87 – 89.9%); B (82 – 86.9%); B- (80 – 81.9%); C+ (77 – 79.9%); C (70 – 76.9%); F below 70%

### **Assignments**

You will work on a variety of assignments, both in group and individual. Most assignments will be started during class time, so I can provide guidance, and be finished and submitted at a later, designated time. If you miss the live classes you won't benefit from group work and my feedback as much as your colleagues.

### **Final Exam**

You will take a final comprehensive exam that will require you to answer conceptual questions but also conduct data analysis and interpret results in a limited time. Learning and understanding the analysis tools and techniques as we go will be critical to your success.

### **Group Project**

You will work in a team of 4 students on a comprehensive market research project involving a quantitative survey. Each team will work with a real client (business or non-profit). You are welcome to find your own client. The key condition is access to the client's customer base (or target market) for data collection with a fairly complex survey (3-4 pages long) that would generate a sample of about 100 respondents (data collection online using Qualtrics). The objectives of the research project include:

1. To gain knowledge and skill in defining the marketing problems, generating solutions, designing and conducting the research, and integrating these steps to form a coherent project.
2. To develop the ability to employ appropriate data analysis techniques and statistical methods to summarize results and test hypotheses using different statistical packages (Excel, SPSS, R)
3. To know how to draw sharp conclusions, identify the limitations in data, apply them to the chosen problem, and communicate findings effectively by visualizing and telling the story of the data to managers.

Here is an outline of the project requirements that you can share with potential clients to secure their cooperation:

### **Marketing Research Consulting Project for the MS-BA Advanced Marketing Research Course**

The students in the graduate Marketing Research class need to conduct a survey study for a real organization (for profit or non-profit) in order to learn and demonstrate client consulting, market research, data analytics, and communication skills. The requirements for this project are as follows:

1. Identify a client organization in need of a market research study that could help the client managers address a series of marketing problems and needs such as:
  - understanding customer perceptions and attitudes toward the client organization and its products (e.g., awareness, satisfaction) and possibly toward its competitors and their products
  - assessing customer needs, wants, preferences and purchasing behavior for the client organization's products
  - assessing the benefits customers derive from the client organization's products along with the other elements of the marketing mix (price, promotion, distribution) which define customer value
  - understanding customers' decision-making process
  - evaluating the effectiveness of the client organization's promotional programs
  - providing insight into market segmentation and profiling best potential target markets
  - identifying the most important factors that drive customer acquisition, retention (loyalty), and referrals
  
2. Work with the client organization's management to identify the market research needs, develop the list of research questions to be addressed and the questionnaire (data collection instrument). Given the nature of this study the questionnaire should be about 3-4 pages long (as designed in word)
  
3. Develop, in collaboration with the client, the data collection method. This includes definition of the target population, sampling, and the actual data collection. While online data collection via emailed survey link is preferred, other sampling and data collection methods can be designed. The final sample needs to be about 100 respondents.
  
4. Communication of results and recommendations made to the client management based on those results, via a presentation and a written report. The students will analyze the data, employ the necessary statistical tools and tests and report results in a managerially useful mode so that implications and recommendations for marketing management decision making are clearly stated. The reports will be provided to the client organization's management by December 14.

## **Course Schedule (times may change - check Moodle for complete information)**

Week 1-3. Topic 1. Marketing Research Process (8/31, 9/7, 9/14)

- Managerial marketing problems and research questions
- Qualitative/Exploratory research
- Literature review and theoretical development

Week 4-6. Topic 2. Survey Design (9/21, 9/28, 10/5)

- Planning and designing a survey study
- Scales: measuring customer perceptions, attitudes, motivations and behaviors
- Questionnaire design

Week 7-8 Topic 3. Descriptive Statistics. Scale Analysis (10/12, 10/19)

- Data reduction - Factor Analysis
- Scale validity and reliability
- Graphical presentation of results

Week 9-11 Topic 4. Hypothesis Testing (10/26, 11/2, 11/9)

- Basic tests
- Regressions with mediation and moderation; Logistic regressions
- General Linear Models

Week 12-13. Topic 5. Market Segmentation and Positioning (11/16, 11/23)

- Cluster Analysis
- Perceptual Maps – Multidimensional Scaling

Week 14. Review and Project work (11/30)

Week 15. Project Presentations (12/7)

Project Report and Final Exam Due Tuesday December 14

## **Academic Integrity**

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. The following message about academic integrity comes from the Provost's office:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at <http://www.umt.edu/student-affairs/dean-of-students/default.php>). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code. Reference to the COB Code of Professional Conduct at <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

## **Mission Statements and Assurance of Learning**

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

- Students first: We educate the whole person
- Experiential learning: We create experiences that matter
- Thought leadership: We create rigorous and relevant knowledge
- Stewardship: We value people, planet and profit

The mission statement for the MS in Business Analytics program is as follows:

The MS in Business Analytics prepares graduates for successful careers working with data across a wide range of organizations. Students build a strong foundation at the intersection of business, statistics, and computing. In addition to a firm grounding in analytical techniques and applications, students gain the ability to effectively communicate and use the results of data analytics for innovative solutions to catalyze business growth. Graduates are deeply engaged with the private and public sector, acquiring relevant skills to provide immediate value to employers.

MSBA Learning Goals:

1. Knowledge and Application:

- An understanding of a range of analytical and programming techniques
- Ability to apply appropriate techniques to solve a variety of business/organizational problems

2. Communication:

- Ability to effectively communicate data analytics results and translate into business decisions.
- Ability to effectively use data visualization techniques.

3. Ethics/Data Stewardship:

- An understanding of ethical implications of data stewardship and privacy.

4. Innovation:

- Ability to harness data analytics to identify new sources of value and to reveal innovative insights.

## **Fall 2021 Special Considerations due to Covid 19**

Please note that the university mandates everybody to wear face masks in the classroom (also recommended for hallways). Further, the university requires the classroom seating charts to be submitted for possible future covid contact information. Note that you will be required to occupy the same seat you are using in the first class for the entire semester. Therefore, come early and seat yourself where you want to be for the next 14 weeks. There's plenty of seats for all – put as much distance as you can among yourselves. If you do not show up in class in person for the 1<sup>st</sup> class on 8/31, either because you are in zoom or online, you will be assigned a seat anyway (of the remaining available ones) in case you come to class in the future (ask me what your seat assignment is).