Management of Marketing Information MARK-7362
Fall, 2016

Instructor

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Course Overview

The main objective of this course is to equip students with the key concepts and methods of collecting and managing marketing information, and learn how to apply those tools to solve real-life business problems. The first half of the course focuses on methodology, while the second half of the course focuses on real-life applications (through a group course project).

In the first half of the course, we discuss various methods that consumer inputs can be obtained, including:
- Social media listening
- Consumer tracking
- Consumer databases
- Focus groups and interviews
- Surveys
- Conjoint study
- Perceptual mapping

Then, in the second half of the courses, students will apply what they learn in a research project (to be discussed later). The course will conclude with student presentations of their group-based marketing research project.

Required Material

No textbook is required for this course. We will cover articles, notes, and selected textbook chapters, several cases.

Require software:
- Microsoft EXCEL (version 2007 or newer)

Pre-requisites

A working knowledge of basic statistics is essential for understanding the quantitative aspects of marketing research covered in this class. Students who have not taken the pre-requisite course should talk to me before enrolling in this class.

Class Requirements & Grading

- Midterm: 30%
- Homework assignments: 30%
- Class participation & attendance: 10%
- Group project: 30%

Grading distribution:

92 to 100: A	72 to 75: C+
88 to 91: A-	68 to 71: C
84 to 87: B+	64 to 67: C-
80 to 83: B	60 to 63: D
76 to 79: B-	59 or below: F

Detailed Class Requirements

Midterm (30%)

The purpose of the exam is to assess your analytic skills and technical competence. The exam will cover material presented in lectures, assigned readings, and articles given out in class.

Exams are closed book, but you are allowed to bring in one letter-size sheet with notes on only one side. I will provide you with some sample practice questions before the exam. The focus of the exam would be on understanding and interpretation, rather than rote memorization.

Homework assignments (30%)

There will be several short homework assignments during the course of the semester. These homework assignments seek to reinforce the concepts and methods covered in the lectures by applying them to real-life situations. In addition, I may also give out some in-class exercises to provide some hands-on experience with the marketing research tools.

Class participation (10%)

Given that marketing research is an applied subject where participation and discussion is essential for learning, I encourage class participation and interaction as much as possible, especially for the case discussions. You should attend every class on time and well-prepared.

Marketing Research Project (30%)

The objective of the research project is to provide students with experience in applying the concepts and methods learned in class to a real world problem, where collecting consumer input is necessary. Students may choose any problem of their own. The project is to be done in groups of four or five students. We will discuss more about the research project down the road.

Course Schedule

#	Date	Topic	Assigned Readings*
1	Aug 22	Course overview	
		The value of marketing research	"Backward marketing research" "The value of information"
2	Aug 29	Social Media Listening	"Cost-conscious marketing research" "How Netflix drop the ball…" "Social media are giving a voice to taste buds"
		Consumer Tracking	"India's mobile phone hitmaker" "The museum is watching you" "When the art is watching you" "Consumer cartography"
3	Sep 12	Experimentation and A/B Testing	
		Focus Groups and Interviews	"The Girl with the Gun" "Testing marketing a modern princess"
4	Sep 19	Survey: Basics concepts and questionnaire design	"What the heck is a TV set?" "Maritim hotels survey" "Notes: Qualtrics tutorial"
		Survey: The concepts of sampling	
5	Sep 26	Survey: Descriptive Analysis & Cross-tabs	"Basic EXCEL tutorial"
		Customer Database	"How to Survive in Vegas"
6	Oct 3	Regression Analysis: Basics	"Simple Regression Mathematics" "Notes: Regression (Introduction)"
		Regression Analysis: Applications	"Notes: Regression (Applications)"
7	Oct 10	Conjoint Analysis	"Notes on Conjoint Analysis"
		Conjoint Analysis (Computer Session)	
8	Oct 17	Factor Analysis and Perceptual Maps	"Analyzing Consumer Perceptions"
		Factor Analysis and Perceptual Maps (Computer Session)	"Notes on Perceptual Mapping"
		Course Review	
9	Oct 24	Midterm	

10	Oct 31	Group Meeting #1	
11	Nov 7	Group Meeting #2 (as needed)	
12	Nov 14	Work on Group Project	
13	Nov 21	Work on Group Project	
14	Nov 28	Project Presentations	

Other Class Related Issues

Course Website: All relevant material related to the course will be posted on Blackboard. Schedules, reading material, cases, and class notes will be made available in class.

Due dates: All due dates are strictly enforced without valid reason and prior permission.