Management of Marketing Information MARK-7362
Fall, 2017
(*MODIFIED DUE TO IMPACT OF HURRICANE HARVEY*)

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 class is divided into three modules. Module I discuss the basic concepts; Module II develops more specialized tools such as regression, conjoint analysis, factor analysis and perceptual mapping.

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)
- SPSS (version 22 or newer), get 6-month rental from www.onthehub.com

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: 50%
- Homework assignments: 40%
- Class participation & attendance: 10%

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 (50%)

The purpose of the two midterms is to assess your analytic skills and technical competence. The exams 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 (40%)

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.

Course Schedule

#	Date	Topic	Assigned Readings*
1	Sep 11	Course overview Research process and the value of marketing research [HW#1 out]	 "Backward marketing research" "The value of information" "Cost-conscious marketing research"
2	Sep 18	Research design I: Exploratory research Research design II: Descriptive and Experimental research [HW#1 due; HW #2 out]	"The Girl with the Gun" "Social media are giving a voice to taste buds" "India's mobile phone hitmaker" "The museum is watching you" "Consumer cartography" "The battle for smart car data" "How to Survive in Vegas"
3	Sep 25	Data Collection I: Survey and questionnaire design Data Collection II: Sampling and sample sizes [HW#2 due; HW#3 out]	"What the heck is a TV set?" "Maritim hotels survey" "Notes: Qualtrics tutorial"
4	Oct 2	Data Analysis I: Introduction to SPSS and Basic Analysis Data Analysis II: Formal Reporting	"Notes: SPSS and Basic Analysis Tutorial" "Notes: Basic Hypothesis Testing in SPSS"
5	Oct 9	Review Session I [HW #3 due]	
6	Oct 16	Midterm I	
7	Oct 23	Regression Analysis I: Basics Regression Analysis II: Applications [HW #4 out]	"Simple Regression Mathematics" "Notes: Regression (Introduction)" "Notes: Regression (Applications)" "A Refresher on price elasticity"
8	Oct 30	Conjoint Analysis	"Notes on Conjoint Analysis (Computer exercise)"

		Conjoint Analysis (Computer Session) **[HW #4 due; HW#5 out]**	
9	Nov 6	Factor Analysis and Perceptual Maps Factor Analysis and Perceptual Maps (Computer Session) **[HW#5 due; HW#6 out]**	"Analyzing Consumer Perceptions" "Where Cadillac is still prized" "Notes on Perceptual Mapping (Computer exercise)"
10	Nov 13	Prepare for midterm II (no class)	
11	Nov 20	Review Session II **[HW#6 due]**	
12	Nov 27	Midterm II	

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.