

**BUS253a: MARKETING RESEARCH:  
DESIGN AND ANALYSIS**

COURSE SYLLABUS

Spring 2009

Class Hours: Tuesdays and Fridays 1:30-3:00pm  
(location TBD)

Office Hours: Thursdays 3:00-5:00pm  
and by appointment

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International Business School

BRANDEIS UNIVERSITY

## COURSE DESCRIPTION

**Overview** This is a foundation course in Marketing. Marketing research is critical to business success in today's information economy. Successful companies, such as Google, Capital One, Harrah's, Marriott, Wal-Mart and the Boston Red Sox all use sophisticated marketing research tools in analyzing customer behavior and market trends to gain their unique competitive advantage. In this course, we will learn quantitative marketing research models and techniques for analyzing consumer behavior and marketing information. The topics covered include market segmentation, targeted promotion strategies, brand positioning, new product design, and customer profitability. The course is designed to help you become an intelligent consumer and producer of marketing research.

**Objective** To provide students hands-on marketing research experience. Improve students' problem definition skills; equip students with necessary quantitative skills in analyzing consumer preference data and marketing information, and solve real marketing problems.

**Teaching Methods** The course will be a mixture of case studies, lectures, computer exercises and student presentations. We will focus on selecting the right marketing model and interpreting the results. We will be using a variety of readings and cases to examine in detail the application of particular marketing research approaches and techniques. The recommended textbook covers marketing research concepts and principles.

You are expected to work closely with your team members in exercises, producing and presenting research findings in class. *Please let me know in advance if you cannot make it to class or are unprepared for the discussion on any day.*

**Course Pre-requisites** There are no prerequisites for this course. However, some basic knowledge of marketing and statistics is expected.

**Materials** This course will use Harvard Business School cases and selected articles. I have created a course area on the Harvard Business Online website where you can order the required materials for this course.

Click on the link below to order the course materials.

<http://harvardbusinessonline.hbsp.harvard.edu/relay.jhtml?name=cp&c=c20728>

If you have not registered with Harvard Business Online, you will be required to do so. This URL will provide you with a list of required materials for use in this course. Note that product formats may differ; some may require that a hard copy be shipped to you via air mail. Electronic course materials are in PDF (Portable Document Format) and should be viewed with Adobe Reader, available free at [www.adobe.com](http://www.adobe.com). Students can access PDF files of course materials via a link on Harvard Business Online for six months from

the date of purchase. You will have immediate access to the materials upon placing your order, for subsequent access, you must login to <http://harvardbusinessonline.org>

For technical assistance, please view the [Quick Tips](#) section or contact Harvard Business School Publishing at 1-800-810-8858 or 617-783-7700. They are open 8am-6pm Eastern Standard Time. They can also be reached at [techhelp@hbsp.harvard.edu](mailto:techhelp@hbsp.harvard.edu)

*Marketing Research* by McDaniel and Gates, Prentice Hall (ISBN 0471755281), is *recommended* for the course. Readings and cases for each class are listed in this syllabus. Study questions will be handed out in class. The following materials are required for the course:

SPSS is required for this course (free to Brandeis Students). Please go to LTS to download the most up-to-date version of the software before class begins. Details for download can be found at <http://lts.brandeis.edu/techresources/hwsoftware/software/spss.html>.

**Grading** Grades are based on three components: class participation, a case analysis, and a marketing research project.

***Class participation (35%).*** Class attendance is required. For case discussion and group exercises in class, you are expected to actively respond to my questions, express your viewpoints, and challenge your fellow students. I will keep a record of class participation for each student and assign a grade based on the *quality and quantity* of in-class comments. Your contribution to your group's working session is another important area for your class participation. Your group members will provide peer evaluation based on your performance.

***Case analysis (10%).*** A group case analysis is expected for "Pilgrim Bank (A)". Please provide a thorough analysis based on the case questions and interpret your results. Analysis should be no more than 7 pages, double-spaced. The case write-up is due at the beginning of the class when the case is discussed.

***Data analysis (20%).*** After each working session, you are required to turn in an individual report of your data analysis, which include the data analysis output and interpretation of your results.

***A Marketing Research Project (total 35%: Presentation 15%, Report 20%).*** This is a group-based assignment in which you will apply the techniques learned from the course to research a marketing problem and make sound managerial recommendations. Guidelines and format requirement will be distributed in class. Please form a group of 4 members to complete this assignment. Due on May 5<sup>th</sup> 2009 by 5pm.

**No Late submissions of any assignment will be accepted.**

**Office Hours** Thursdays 3:00-5:00pm in Lemberg 255, and by appointment.

**Special Accommodation** If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in this class, please see me immediately.

**Academic Honesty** You are expected to be familiar with and to follow the University's policies on academic integrity (see

[http://www.brandeis.edu/global/current\\_academic\\_integrity.php](http://www.brandeis.edu/global/current_academic_integrity.php))

Instances of alleged dishonesty will be forwarded to the Office of Campus Life for possible referral to the Student Judicial System. Potential sanctions include failure in the course and suspension from the University.

## Marketing Research Class Schedule

<u>Session/Date</u>	<u>Topics</u>	<u>Reading &amp; Assignments</u>
1. Tues. 1/13	Course introduction	Syllabus and “A Guide to Case Analysis”
2. Fri. 1/16	SPSS Tutorial	Install SPSS to your laptop before coming to class.
<i>I. Introduction to Research Process and Design</i>		
3. Fri. 1/23	Research Process	“Backward Market Research,” (85301)
4. Tues. 1/27	Research Design	“Marketing Research” (9-592-013)
5. Fri. 1/30	Case Discussion: Research Design	“The Coop: Marketing Research” (9-599-113 )
<i>II. Understanding Consumer Behavior</i>		
6. Tues. 2/3	Consumer Motives and Values	Exercise: Advertising Creative
7. Fri. 2/6	Focus Group; Projective Techniques	“Saxonville Sausages” (2085)
8. Tues. 2/10	Attention and Perception	“Pitch Yourself” (9-508-039)
9. Fri. 2/13	Survey Design; Measurement and Scales	“Questionnaire Design and Development” (9-590-015)
<b><i>Spring Break #1: 2/16 - 2/20</i></b>		
<i>III. Analyzing Consumer and Market Data</i>		
10. Tues. 2/24	Project Update (Phase I)	
11. Fri. 2/27	Sampling and Summarizing Data Information	SPSS Working Session: Descriptive Statistics
12. Tues. 3/3	Case Discussion: Demand Forecast	“Blue Mountain Resorts Limited: The Night Skiing Decision” (83A025)

13. Fri. 3/6	Regression Introduction	“Simple Regression Mathematics” (9-605-061)
14. Tues. 3/10	Regression (cont’d)	SPSS Working Session: Regression Analysis
15. Fri. 3/13	Case Discussion Regression Application: Customer Profitability	“Pilgrim Bank (A)” (9-602-104)
16. Tues. 3/17	Project Update (Phase II)	
17. Fri. 3/20	Cluster Analysis: Market Segmentation	SPSS Working Session: Cluster Analysis
18. Tues. 3/24	Case Discussion: Targeting	“Aqualisa Quartz: Simply a Better Shower” (9-502-030)
19. Fri. 3/27	Perceptual Maps: Positioning Strategy	SPSS Working Session: Multidimensional Scaling Analysis (MDS)
20. Tues. 3/31	A Comprehensive Marketing Research Case (Part I)	Gucci Direct Marketing (will hand out in class)
21. Fri. 4/3	A Comprehensive Marketing Research Case (Part II)	Gucci Direct Marketing (cont’d)
22. Tues. 4/7	Open	

**Spring Break #2: 4/9 - 4/16**

23. Fri. 4/17	Project Presentations	Marketing Research Report
24. Tues. 4/21	Project Presentations	Marketing Research Report
25. Fri. 4/24	Project Presentations	Marketing Research Report
26. Tues. 4/28		Conclusion