

MKTG 5250 Advanced Marketing Research and Analytics

Fall 2020 offered via UNT Canvas

Office: BLB 329N, Office Hours: Zoom Office Hours: MW 2-3, TR 11-12

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UNT Catalog Description: MKTG 5250. Advanced Marketing Research and Analytics. 3 hours. Use of advanced marketing research and analytics in making marketing decisions (e.g., segmentation, targeting, positioning, marketing planning, profitability management, and assessing and ROI of marketing campaigns) using advanced qualitative and quantitative analysis techniques. The course will enhance students' knowledge and skills in data based decision making, advanced qualitative and quantitative analysis, multivariate statistic, and marketing intelligence in the context of marketing application. The course will use hands on experiential learning methods to impart and strengthen the required skills and knowledge. Prerequisite(s): MKTG 5150 (completed), DSCI 5180 (may be taken concurrently.)

Course Objectives:

To provide an understanding of the marketing research process and its role in solving marketing problems for organizations. More specifically, students are expected to be able to:

1. Explain the role of **M**arketing **R**esearch in marketing decision-making and the MR process.
2. Explain the difference between alternatives and uncertainties. Compute the value of MR info.
3. Describe the differences between major types of research designs and their key characteristics.
4. Recognize the difference between secondary and primary data, the various sources of secondary data and the role of syndicated data.
5. Explain focus groups, depth interviews, projective techniques and other forms of qualitative primary data research.
6. Recognize the types of measurement scales used in marketing research and the apply these to survey questionnaire design for a client project.
7. Recognize the features of various non-probability and probability sampling techniques and sample size determination.
8. Calculate sample size for different types of research and interpret their confidence intervals.
9. Use SPSS software to transform, analyze and interpret client project data through effective basic, descriptive statistical techniques and hypothesis tests.
10. Use SPSS software to apply advanced tools of multivariate analysis to discover managerial insights from client project data.

Text Book and Other Needed Material:

(1) [Marketing Research: An Applied Orientation 7th edition by Malhotra](#), also available from other e-tailers. The physical book OR the e-book OR rental are all fine. The book is a mandatory resource for chapter quizzes, graded assignments, and the final examination. After a detailed review, I have concluded that upwards of 90% of the content is the same as the [6th edition](#). The differences between 7e and 6e are concentrated in Chapters 1 through 15 and consist of updates to some figures and tables and some additions and deletions to end of chapter questions. My quizzes are based on Chapters 1-15 and consist of applied multiple-choice questions that cannot be answered by just looking up the book for answers. The analytics material (Chapters 15 through 20) is more or less identical between the two editions. Therefore, in my opinion, 6e is also "adequate" for your needs. The new physical book costs about the same for 6e and 7e. However, the e-book of 6e is somewhat less expensive. (2) SPSS, the required statistical package for this class, (v26 is presently installed in COB) may be accessed virtually via the COB Virtual Lab using VMware. Licensing [SPSS 26 Grad Pack BASE](#) for 6 months maybe a better alternative because it lets you run all statistical analyses on your own machine. (3) You do not need to purchase anything to be able to use the UNT-licensed Qualtrics survey tool. Just complete your access via the link on my.unt.edu and you are ready to go.

The “I am Here” survey: Please complete the survey linked on Canvas by 10/30/2020.

This is VERY important! The Canvas Inbox:

All course-related messages are through the Canvas Inbox. You may auto-forward these to your preferred email address. Just click the Account link on the course menu to the left followed by Settings, then look for the Email cluster. Add your preferred email address and make that * the default.

Important UNT Drop Dates:

Please go to <https://registrar.unt.edu/regISTRATION/fall-registration-guide> for information. It is the student's responsibility to take care of the drop.

Assessment Components and Deadlines

Component	Available	Course Objectives	Points	Due
Graded Assignment 1	10/19	4	25	10/29
Graded Assignment 2	10/30	6	125	11/9
Graded Assignment 3	11/10	9	150	11/24
Chapter Quiz 1	10/19	1, 2, 3, 4, 5 ^a	100	11/1
Chapter Quiz 2	10/19	3, 6	100	11/15
Chapter Quiz 3	10/19	7, 8, 9	100	11/22
Task: Qualtrics orientation	10/19	6	10	10/25
Task: SPSS orientation	10/19	9, 10	10	11/8
Task: CITI certification	10/19	1	30	12/10
Final Exam	11/24	10	350	12/7
Total			1000	

End-of-semester Letter Grades:

Cutoffs for letter grade:

90%+	= A	Means "Excellent"	60% - 69%	= D or F	Means "Failing"
80% - 89%	= B	Means "Good"	less than 60%	= F	Means "Failing"
70% - 79%	= C	Means "Passing"			

Submitting the Graded Assignments and Tasks:

Each graded assignment task may require Canvas upload of properly formatted PDF and/or docx and/or pptx files, as specified in the description of each assignment or task. PDF maybe produced in one of two ways: (1) print to PDF using the Adobe Acrobat software either at your work/home OR via the COB Computer Labs (real or virtual), (2) Use Create PDF under the Acrobat tab of MS Office software.

Students must comply with the deadline for each Graded Assignment and Task. Any deviations will require approval by the professor before the expiry of the original deadline. No graded assignment or task shall be accepted after it is graded and returned to the rest of the class and a zero grade shall result.

YOU are responsible for bringing questions about your grade on assignments to my attention ASAP! If you wait until the end of the semester, it is TOO late!

Failure to submit ANY graded assignment or task or take any of the 3 quizzes will result in the loss of ALL exam curves, doles, and other considerations in determining the semester grade.

^a These are NOT chapter numbers for the three quizzes. Please see the quiz page later in this syllabus.

Presentation requirements for assignments:

I expect a superior level of compliance from graduate students with the specific, detailed requirements of each assignment. Your submission must look very professional! Please note:

1. Word-processed, laser-printed, and neatly organized work is a must.
2. Poor writing, three or more grammatical and spelling errors and/or other aspects of poor presentation will result in a minimum penalty of one letter grade. If English is not your primary language, it is your responsibility to use all available resources such as the spelling/grammar checker within MS Word and/or have your assignment proofread by someone else.

Academic Integrity:

[Academic integrity policies at UNT](#) clearly state expectations for original and honest work to be submitted in all courses. UNT has a zero tolerance policy towards plagiarism. You maybe in another class with students in this class and some consultation might occur on assignments. But I expect that your submissions will reflect individual efforts and not look like copy of someone else's work, in full or in parts.

Netiquette Guidelines:

[Netiquette, or online etiquette](#), helps guide us in expected classroom behaviors online. Please remember to remain respectful of your instructor and fellow classmates.

Disability Support:

COB complies with, and I am personally committed to, the Americans with Disabilities Act. If you need assistance, please let me know. For additional information see "Policies" under Start Here on Canvas and the Office of Disability Accommodation [website](#). You may also contact them by phone at 940.565.4323 or by email at Apply.ODA@unt.edu.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

1/15/04

Rev. 7/22/2016

TENTATIVE Schedule for the Semester

Note: This is just a rough outline of where you need to be on the time line. Naturally, it is quite OK to be ahead! In fact, it might be helpful to have some extra time available for Chapters 12, and 15 through 21. These constitute the “analytics” material.

Week	Chapter	Topic	Remarks
1 (10/19-10/25)	01	Need for MR and the Value of Information~	Task 1 Qualtrics Orientation
	02 and 03	The MR problem and the Research Design~	
2 (10/26-11/1)	04 and 05	Exploratory Research: Secondary Data~; GA 1*	Quiz 1
	06 and 07	Primary Data: Descriptive and Causal Research	
3 (11/2-11/8)	08 and 09	Measurement, Scaling~	Task 2 SPSS Orientation
	10	Questionnaire Design~; GA 2*	
4 (11/9-11/15)	11	Sampling Issues: Design	Quiz 2
	12	Sampling Issues: Sample Size~	
	13 and 14¥	Field Work and Data Preparation Issues#	
5 (11/16-11/22)	15¥	Frequency Distributions, Cross Tabulations~ and Hypothesis Testing in MR~; GA 3*	Quiz 3
	16¥	Analysis of Variance and Covariance~	
6 (11/23-11/29)	17¥	Correlation and Regression~	
	18¥	Discriminant Analysis and Logistic Regression~	
7 (11/30-12/6)	19¥	Factor Analysis~	
	20¥	Cluster Analysis~	
Find time	21	MD Scaling~ and Conjoint Analysis~	
Find time	23	Report Preparation and Presentation^; GA 3*	
December 7		Final Exam due. Details Later!	Task 3 CITI Certification

* Graded Assignment directly related to this topic

Field work and data preparation relate to GA3

¥ Final Examination topic

~ Significant specific Audio+Video content on this topic

^ Specific guidelines will be provided for every GA = Graded Assignment.

Three Online Chapter Quizzes

- The quizzes require the UNT-version of the Respondus Lockdown Browser, downloadable via link in Canvas/Quizzes. However, camera-monitoring is NOT required.
- Open book but own effort. You may refer to all course materials, but NOT other students.
- All three quizzes open on 10/19 but close per schedule given below.
- You are allowed two attempts for each quiz. Complete question-by-question feedback will be available immediately after you submit a quiz attempt.
- The average of the two attempts will be recorded as your score. If you did not take a quiz twice, your score will be that from the single attempt you made.
- 75-minute time limit per quiz attempt from start time. You may take breaks and resume but must stay within this overall time limit. The quiz “auto-submits” when the clock runs out.
- 25 randomly selected multiple-choice questions @ 4 points in each quiz from the relevant 5 book chapters result in a maximum score of 100 points per quiz.
- The questions will be presented one at a time and will be locked once you answer. That is, going back to change the answer on a question is not allowed.
- The quiz will consist of “application” questions along the lines of “what should this market researcher or decision maker or company do in this situation?” and will require judgment after carefully thinking the information through. They cannot be answered by simply looking up or recalling facts and information presented in the relevant chapters.
- All quizzes are mandatory and missed quizzes will be scored as zeros.
- The scores from the three quizzes will be summed to determine your total quiz score ?/300.

Availability Window for the 3 Quizzes

Quiz#	Suggested Week	MR 7/e Book Topics	Opens Monday	Closes Sunday
01	2	Chapters 1, 2, 3, 4, 5	Oct 19	Nov 01
02	4	Chapters 6, 7, 8, 9, 10	Oct 19	Nov 15
03	5	Chapters 11,12,13, 14, 15	Oct 19	Nov 22

Each quiz will begin @ 12:01 am on the first date and end @ 11:59 pm on the second date. Please schedule a single block of 2 hours during the availability of each quiz to take it. Since the quiz auto-submits when the clock runs out, time management is CRITICAL. Your score for each quiz will be available immediately after you submit it. Complete feedback for each quiz will be provided after each attempt.

Suggested Week is simply a recommendation that you take it during that week. However, all three quizzes are open on day one to facilitate your individual work routine and planned study schedule. Please note that each quiz will close on the Sunday deadline stated above.

Tasks: Software Orientation and CITI Certification

1. Qualtrics Orientation (due October 25 for 10 points)

You will be asked to construct your own Qualtrics survey for GA2. This orientation is designed to help you pick up the basics of Qualtrics.

Your task is to watch my Audio+Video linked under Canvas/Tasks. The video demonstrates the construction of the online version of my short, on-campus, paper and pencil 1998 survey on UNT Student Online Shopping. It was a fairly simple survey during the very early days of online shopping and the data collected was useful to illustrate how to analyze it in my MR classes. Still, it is adequate for us to learn the basics of Qualtrics. The more challenging but richer learning route is to actually reconstruct the survey online under your Qualtrics account (consulting my A+V as necessary.) However, I understand your time constraints and shall be satisfied if you just watched my A+V (without actually creating the online survey).

Required action: Post "I am done", by deadline, as a reply in the comments box under Task 1 submission.

2. SPSS Orientation (due November 8 for 10 points)

You will be required to use SPSS for GA3 and the final exam. This orientation is designed to help you pick up the basics of SPSS.

Learn SPSS by simply watching my A+V analysis of the dataset that resulted from the 1998 UNT Student Online Shopping survey that you previously saw in the Qualtrics orientation. This video is also linked under Canvas/Tasks.

Required action: Post "I am done", by deadline, as a reply in the comments box under Task 2 submission.

3. CITI Certificate (due December 10 for 30 points)

Please complete the free, 16-module training program on "Social and Behavioral Research – Basic/Refresher" developed by the Collaborative Institutional Training Initiative. Certification requires an average of score of 80% or better across the modules. However, I challenge you to score 80% or more in each module. Under Canvas/Tasks, please look for:

- a one page explanation of why complete this certification
- Information on how to sign on to CITI to access the SBR-B/R course.
- my own NIH certificate (completed a while ago, yours might look different)
- URL link to the CITI certification site.
- The training is estimated to take about 8 to 16 hours.

Required action: Post your CITI certificate PDF, by deadline, under Task 3 submission.

Learning Objectives for Each Weekly Course Module

	Objectives for the Week	How Assessed
Week 1	<ol style="list-style-type: none"> 1. Define marketing research, its role in designing and implementing successful marketing programs, and the six steps of the marketing research process. 2. Explain how to calculate the value of marketing research information and interpret it. 3. Explain the process used for defining the marketing research problem and developing an approach to the problem. 4. Explain the distinction between the management decision problem and the marketing research problem. 5. Define research design, classify various research designs, and explain the differences between exploratory, descriptive, and causal designs. 	Quiz 1
Week 2	<ol style="list-style-type: none"> 1. Describe the different sources of secondary data, the need to use multiple sources of secondary data, single-source data, and the role of big data in marketing decision making. 2. Explain various forms of qualitative research including direct procedures such as focus groups and depth interviews, and indirect methods such as projective techniques. 3. Identify the criteria for evaluating survey methods, compare the different methods, and evaluate which is best suited for a particular research project. 4. Explain and classify the various observation methods in marketing research. 5. Discuss the concept of causality and evaluate experimental designs and the differences among them. 	Quiz 1; GA 1
Week 3	<ol style="list-style-type: none"> 1. Explain the characteristics of description, order, distance, and origin and how they define the level of measurement of a scale, the primary scales of measurement, and differentiate nominal, ordinal, interval, and ratio scales. 2. Classify and discuss scaling techniques as comparative and non-comparative, and describe the various comparative scaling techniques. 3. Describe the various non-comparative scaling techniques. 4. Discuss the criteria used for scale evaluation and explain how to assess reliability, validity, and generalizability. 5. Explain the process of designing a questionnaire, the steps involved, and guidelines followed at each step. Design an original survey and collect data. 	Task 1; Quiz 2; GA 2

	Objectives for the Week	How Assessed
Week 4	<ol style="list-style-type: none"> 1. Distinguish a sample from a census and discuss the sampling design process. 2. Classify sampling techniques as nonprobability and probability and describe the various nonprobability sampling techniques. 3. Explain the various probability sampling techniques. 4. Explain the concepts of the sampling distribution, statistical inference, and standard error, and the statistical approach to determining sample size based on the confidence interval. 5. Discuss the non-response issues in sampling and the procedures for improving response rates and adjusting for non-response. 6. Describe the fieldwork process and explain the selection, training, and supervision of fieldworkers, the validation of fieldwork, and the evaluation of fieldworkers. 	Quiz 3
Week 5	<ol style="list-style-type: none"> 1. Discuss the nature and scope of data preparation and steps in the process of doing that. 2. Describe how to select a data analysis strategy and the classification of univariate versus multi-variate techniques. 3. Interpret the data analysis associated with frequencies, cross-tabulations, and hypothesis testing for cross-tabulations, one sample, two independent samples, and paired sample t-tests. 4. Use SPSS software to prepare data from a custom research project for basic analysis and run frequencies, cross-tabulations and various t-tests from that data. 5. Discuss the analysis of variance (ANOVA) technique. 6. Describe one-way analysis of variance, n-way analysis of variance, and the analysis of covariance. 	Task 2; Quiz 3; GA 3; Final Exam
Week 7	<ol style="list-style-type: none"> 1. Explain the concept of factor analysis and the procedure for conducting this method of data reduction. 2. Describe the concept and methods of cluster analysis and the procedure for conducting this method of classifying objects. 3. Use SPSS software to conduct discriminant, logit, factor, and cluster analysis. 	Final Exam
Week 8	<ol style="list-style-type: none"> 1. Explain the basic requirements of report preparation including report format, report writing, graphs, and tables. 2. Compose an actual client report based on a custom research project. 	GA 3; Final Exam

COVID-19 impact on this ONLINE class

It is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are ill, or unable to complete a scheduled, graded class task on time due to any issue related to COVID-19. It is important that you communicate with me prior to the deadline for the task as to what may be preventing you from completing it so that I may decide about accommodating your request in a reasonable manner that is fair to the other students.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible symptoms (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) of COVID-19, please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider. While regular, steady work is an important part of succeeding in this online class, your own health, and those of others in the community, is more important.