
MARKET RESEARCH in Fall 2018 (BA3040)

Course Code	BA3040	Professor(s)	Robert Earhart
Prerequisites	None	Office Number	G-3A02
Class Schedule	TF: 09:00-10:20 in PL-3	Office Hours	Tuesday 12.15-13.00, Wednesday 15.00-15.45
Credits	4	Email	rearhart@aup.edu
Semester	Fall 2018	Office Tel. Ext.	Please use email

Course Description

Market Research comprises a key set of skills necessary for any student of Marketing. This course offers both theoretical and practical approaches for the purpose of designing and conducting market research projects, as well developing approaches to understand the resulting data, offering interpretations as to what that data means in specific marketing contexts, and reporting on that meaning in written and spoken reports.

The approach of the course balances the fundamental qualitative methodologies and theoretical structures with practical applications of qualitative and quantitative techniques to help students become more familiar with the discipline and to understand research methods and design. In the end, students should be able to design and implement their own market research projects.

This course emphasizes both critical thinking and hands-on application. We will explore several real-life case studies, learn how to use key terms and definitions, and explore a variety of topics and market research problems through discussion and in-class activities.

The primary mode of assessment in this course will be an evaluation of the student's understanding of core concepts and methods. The final project will then assess ability to design and implement research approaches using primary and secondary data, and quantitative and qualitative methods.

CORE THEMES:

In addition to the advanced theories and concepts of consumer behavior that we will cover in the course, several crosscutting themes will also be included to provide a solid intellectual context for theories and practices, opportunities for interdisciplinary understanding, and real-world examples. These themes are incorporated into the course as lectures, case studies, articles, films and in-class activities. Some of the themes for this course will include:

- Research Ethics

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- Big Data
 - Market Research and the Environment
 - Etc. (Core themes will vary depending on current research projects, publication schedules, and the availability of external guest speakers when the course is scheduled)

The course will be taught based on the 'lecture then practice' method, combined with group case studies and individual projects. These core themes are incorporated into the case studies and supported by the reading materials and films.

Course Learning Outcomes

Understand the relationship between market research and decision making

Learn the processes used in formulating and conducting market research projects

Understand of the market conditions under which research may be undertaken, and the impact of these conditions on the type of research to be conducted, including the methodology and project management

Comprehend the range of qualitative and quantitative techniques and methods available in market research, including applicability and limitations

Be able to use the language of market research as it is used by practitioners and business people

Learn to perform some of the more common qualitative and quantitative techniques, including protocol/survey construction, data collection/fieldwork and analysis and reporting

Understand the ethical problems that arise in research situations and be able to address them in a systematic and thoughtful manner

General Education

This course is not part of the general education program.

Course Outline

Week 1-2 - INTRODUCTION TO USE AND METHODS OF MARKETING RESEARCH

Week 1:

Introduction to Marketing Research

CLOW CH 1 The Role of Market research

Article: Note on Market Research

Week 2:

CLOW CH 2 The Marketing Research Process

The Research Proposal, Determining the Research Question

Group Case Presentation

Week 3-7 TYPES OF MARKETING RESEARCH

Week 3:

CLOW CH 3: Secondary Data and Research

Statistics Review, Cultural Considerations for Marketing Research

Group Case Presentation

Toolkit: Market Size and Market Share Analysis

Week 4:

CLOW CH 4: Qualitative Research

Conducting Secondary Research

Group Case Presentation

Week 5:

MIDTERM I

CLOW CH 5: Observation Research

CLOW CH 6: Survey Research

Choosing Participants for Qualitative Research, Planning and Conducting Focus Groups

Group Case Presentation

Week 6

CLOW CH 7: Experimental Research

In-depth, Intercept and Expert Interviews

Midterm Project Due

Week 7:

MIDTERM II

Projective, Observational, Ethnography and Grounded Theory Techniques

Group Case Presentation

Auto-Ethnography

WEEK 8-9 QUANTITATIVE MARKETING RESEARCH

Week 8:

CLOW CH8: Determining Probability Samples

Group Case Presentation

Questionnaire Design

Week 9:

CLOW CH 9: Conducting Surveys

CLOW CH 10: Analyzing Verbal and Other Qualitative Data

Group Case Presentation

Final Project Workshop

Week 10-13 ANALYZING AND REPORTING FINDINGS

Week 10:

MIDTERM III

CLOW CH 11: Questionnaire Design

CLOW CH 12: Fundamental Data Analysis

Final Project Workshop

Week 11:

CLOW CH 13: Analysis of Differences

CLOW CH 14: Research Reports and Presentations

Analyzing Numerical Data Report Writing and Presentation

Final Project Workshop

Week 12:

Final Project Workshop

Week 13

Final Exam (Accumulative – 60 minutes)

WEEK 14 - FINAL PROJECTS

Final Projects Due

Final Project Presentations

Textbooks

Title	Author	Publisher	ISBN	Required
ESSENTIALS OF MARKETING RESEARCH: PUTTING	CLOW, K. E. & JAMES, K. E	SAGE	9781412991308	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Student Performance will be evaluated based on the following factors:

Class Participation: Based on attendance and participation with group presentations, discussions and in-class projects, as well as group peer evaluations.

- Attendance: this is not simply a matter of being present, but also involves arriving on time and being prepared for each course session. Please bring the textbook to each

class as well as any other materials that you may need.

- **Course Presentations:** Student groups will be asked to present their analysis of a short case assignment each week during class. These presentations should be no longer than 10 minutes, although the specific duration will change based on the presentation assignments. There will be no graded student presentations during the first week of class. Please refer to the course calendar for due dates.
- **Course Discussions:** Various activities, full class and small group discussions are an essential part of the learning experience in this course. Students are expected to actively participate by providing input and feedback to other students and by listening when other students are speaking.
- **Peer Evaluations:** Student group members will be expected to evaluate one another for the depth and effectiveness of their contribution to in-class activities and the final presentation. Evaluations will be cross-referenced for consistency and fairness.

Group Presentations

After the first course, students will be assigned to groups of three to four students. The group presentations are based on case studies from the purchased coursepack. Group presentation grades are allocated equally to each member of the group, however group peer evaluations may result in different final scores for individual group members. If a student is absent without an authorization, that student will not receive a score for their group's presentation on the day the presentation is due, whether or not the group is required to present the case that day.

Missing presentations can lead to undesirable outcomes when midterm and final grades are issued so please be sure to follow the attendance policy.

Midterm Exams

There are three exams during the semester that will cover the readings, lectures, group cases and class discussions. Any of the required readings, lectures, cases and discussions may be covered on an exam. The exams will include a multiple-choice section, some short essays, as well as a short case study or project. The exams are open book and open notes, but the time constraints will make it very difficult to complete the exam if you have not studied and prepared in advance.

Final Project

The final project write-up will take the form of a Market Research project that relies on primary and secondary data, as well as quantitative and qualitative methods. Final presentation topics will be discussed during the course. Students will present the results of their chosen topic in a formal presentation not to exceed 5-7 minutes.

Final Exam

The final exam will cover all readings, lectures and class discussions in a multiple choice, short essay and case study format. Your participation with your groups in analyzing and preparing the case studies will play a big role in your success on the final.

Grade Allocation

Final grades will be weighted based on performance within the various criteria as follows. These calculations may be adjusted slightly as we progress through the semester:

Class Participation & Attendance 10%
Group Assignments & Presentations 20%
Midterm Exams 25%
Final Project 30%
Final Exam 15%

Grading Scale

Excellent: 100-95 A (4.0) ; 90-94 A- (3.7)

Good: 89-87 B+ (3.4); 86-84 B (3.0); 83-80 B- (2.7)

Satisfactory: 79-77 C+ (2.4); 76-74 C (2.0); 73-70 C- (1.7)

Unsatisfactory: 69-67 D+ (1.3); 66-64 D (1.0); 60-63 D- (0.7); Under 60 F (0)

Excellent: Reserved for superior quality and outstanding performance, including the use resources beyond the textbook and assigned readings to complete assignments. Participates fully in course discussions and group activities, maintains excellent attendance, and performs extremely well on course exams. Shows up to class prepared, having completed the readings and cases in advance. Takes a visibly active role in group projects and cases. Completes all course readings in advance of the lecture.

Good: Above average quality and good performance, including the effective use of assigned readings and above average course participation. Participates regularly in course discussions and group activities, maintains excellent attendance, and performs well on course exams. Shows up to class prepared, and regularly completes the readings.

Satisfactory: Adequate and acceptable work in meeting course requirements, average performance, and attendance. Completes the course readings before the exams. Adequate performance on course exams and projects. Meets the minimum attendance requirements.

Unsatisfactory: Failed to meet basic course requirements, below average performance and/or poor attendance.

Students are expected to use resources other than the textbook to complete assignments. Outstanding and good performance will be awarded to those students who use additional resources in their coursework, take-home assignments and presentations.

Students with unsatisfactory performance will be notified at the midterm point so that we may mutually assess the likelihood of successful course completion.

Other

OTHER REQUIRED READINGS

Articles

In order to give you a variety of perspectives on marketing issues, additional case studies, magazine and academic journal articles will be assigned. These are the resources for several individual and group assignments. These materials are provided in PDF format in the 'Course Reader' folder of the 'Course Readings' section posted on the Blackboard system.

1. Note on Market Research ?
2. Toolkit: Market Size and Market Share Analysis ?
3. On-Line Market Research ?

Cases

The cases for this course have been selected to illustrate specific applications of marketing research as well as interpretations and problems that occur in commercial environments. Although specific student groups will be expected to present a full analysis for specific cases, students will be expected to read all of the case studies before they are presented. The course will cover one study per week after the core concepts have been covered in class.

1. Compaq Computer: Focus Groups ?
2. Custom Research, Inc. (A & B) ?
3. Prediction Markets at Google ?
4. Introducing New Coke ?
5. An Exercise in Designing a Travel Coffee Mug ?
6. Mary Kay Cosmetics: Asian Market Entry (A & B) ?
7. General Mills, Inc.: Yoplait Custard-Style Yogurt (A & B) ?
8. TruEarth Healthy Foods: Market Research for a New Product Introduction ?
9. Dimensions of Brand Equity for Nestle Crunch Bar, A Research Case
10. BEworks: Experimentation in Business

Cases must be purchased at the following link by the beginning of the second week of classes: <https://hbsp.harvard.edu/import/562026>. The cost of the coursepack is approximately \$41.00 (35.50 Euro).

COURSE POLICIES:

1. Laptops & Mobile Phones: Laptops should be not be used during classes unless specifically necessary for an in-class project. Exceptions may be made for students with physical and learning disabilities, with instructor permission only, for the purposes of taking notes. Mobile phones are to be turned off and put away at all times while class is in session. Please do not send or receive text messages during class, even on silent mode. Moreover, mobile phones are not allowed in the room during exams under any circumstances. Students found to be using a mobile phone or other electronic device during exams will be asked to leave

and will automatically receive a failing grade. No exceptions.

2. Communication: We will use Blackboard for this course. Students are expected to check the Blackboard site, as well as their AUP email during the course for updates. All assignments will be posted here as well as course reader materials and other resources. You can also track your grades in the 'grading center'. I do not have an AUP office number or phone extension. If you must reach me, please contact me via email for an appointment or drop in during my office hours.

3. Assignments: Students are expected to turn in all course assignments on time. Late submissions will not be accepted unless prior arrangements are made or the process for emergencies is strictly followed. In any case, assignments will be marked down one full grade level for being late for each course session where the assignment still has not been completed, making the highest possible grade a 'B' after missing the first course deadline, a 'C' for the second course session, etc. It is the student's responsibility to make sure assignments that are sent electronically have been received and that the attachments can be opened. Successful assignment submission by email will receive a reply.

4. Food and Drinks: Students may drink beverages in class if they are in containers that can be completely sealed. Please do not consume any other food or beverages in the classroom.

5. Professional Behavior: Students are expected to behave in a professional manner at all times during the course. Disruptive behavior, academic dishonesty on assignments or exams (including copying another student's work, plagiarism, or using instructor grading keys) will result in a failing grade for the assignment or exam in question. Other disciplinary actions up to, and including, removal from the course may also result from violating course and university policies. Please uphold professional standards at all times while you are in the university program.

6. Other Policies: For all other policies and procedures, students are bound by the University's general policies and procedures. Copies of the University policies on absences and academic dishonesty were given to each student at registration. Students are responsible for adhering to these policies.