Students are responsible for being familiar with and following the directions found in this syllabus.

MBA 721: Marketing Research
SYLLABUS – Fall 2019

COURSE SECTION: Section 001
MEETING TIME: Wednesday, 7:20 PM-10:00 PM
LOCATION: Arlington: Founders Hall, Room 477
COURSE INSTRUCTOR: Dr. Saurabh Mishra

OFFICE: Enterprise Hall, Room 128
OFFICE HOURS: By appointment
CONTACT INFORMATION: Email: smishra8@gmu.edu
Phone: 703-993-8290

COURSE DESCRIPTION:
In today’s competitive environment, marketers need to better understand consumers and provide solutions that more effectively cater to consumer needs relative to the competition. However, consumers are not easy to predict, and competition faced by firms is often dynamic. The objective of marketing research is to help managers reduce the uncertainty regarding consumers and make informed decisions to appeal to them. A systematic approach to collect marketing data and decipher it using analytical tools can greatly help marketers become more consumer centric and design effective marketing strategies. Consequently, the primary goal of this course is to help students use Marketing Research as an effective managerial decision-making tool.

The key learning objectives of the course are to help students develop skills (a) to become better supervisors and users of marketing research, and (b) to conduct marketing analysis themselves. An overall goal is to develop an appreciation for the benefits and limitations of marketing research in making business decisions. This course is relevant to managers in marketing as well as non-marketing fields (e.g., consulting, HR).

COURSE OBJECTIVES:
By the end of this course, students should be able to:
1) Understand the information needs of marketing managers;
2) Develop specific marketing questions that can be addressed through research;
3) Learn how to design effective questionnaires, using appropriate measurement scales;
4) Determine the best way to summarize marketing data to turn into marketing intelligence;
5) Get proficiency in tabulating complex marketing data for key takeaways;
6) Practice visualizing marketing data to effectively present insights;
7) Get experience in working with marketing dashboards;
8) Learn when and how to conduct causal research;
9) Manage complicated research exercises in teams;
10) Work with unstructured marketing data to make managerial recommendations;
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By achieving these objectives, this course will address many of the MBA Learning Goals:

a. Teaming & Leading: Our graduates will demonstrate the team leadership and interpersonal skills needed to form, lead, and work effectively on diverse organizational teams.

b. Analytical Decision Making: Our students will demonstrate the ability to analyze uncertain complex management situations using appropriate tools, techniques and information systems for decision-making.

c. Knowledge of Functional Business Disciplines: Our graduates will demonstrate the ability to integrate knowledge from all functional areas of business into a meaningful firm-level perspective.

d. Global Understanding: Our graduates will demonstrate a perspective on how businesses operate in the global environment.

e. Communication Skills: Our graduates will demonstrate written, oral and presentations skills necessary to explain problems and solutions effectively and persuasively.

f. Ethics and Social Responsibility: Our graduates will have a sense of professional and social responsibility in the conduct of managerial affairs.

COURSE MATERIALS:

COURSE PACK (SIMULATION)
https://hbsp.harvard.edu/import/674584

COURSE PACK (READINGS & CASES)
https://hbsp.harvard.edu/import/674586

LECTURE/SUPPLEMENTARY MATERIALS:
All materials from class (e.g., PowerPoint slides) will be posted immediately prior to or after class on Blackboard. Supplementary materials (research articles, research instruments, data files, etc.) will occasionally be posted on Blackboard. Blackboard can be accessed via mymasonportal.gmu.edu.

QUALTRICS ONLINE SURVEY SOFTWARE:
Qualtrics is available for free using the School of Business subscription. To create an account with your GMU-ID, go to: https://gmusom.qualtrics.com/ControlPanel/. You must use this link to get a full account. More detailed directions on how to create a Qualtrics account will be posted on Blackboard.

EXCEL SOFTWARE:
Excel is available as a part of Microsoft Office Suite. We will be using Excel for data analysis in this class.

TABLEAU SOFTWARE:
Tableau is a leading software in data visualization. We will be using Tableau extensively for data visualization in this class. Instructions on accessing Tableau will be provided in the class.

BOOKS:
*Marketing Analytics – Data Driven Techniques with Microsoft Excel* by Wayne L. Winston, Wiley
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COURSE ASSIGNMENTS & GRADING POLICY:

Final grade will be determined by the total points that you earn on each of the graded assignments of this course. You may earn up to 1000 points during the course of the class. The graded assignments in the class will have the following point values:

TEAM ASSIGNMENT (350 points):
- (1) Marketing Research Intro Case: 100
- (2) Survey Instrument: 100
- (3) Marketing Research Final Case: 150

INDIVIDUAL HOMEWORK ASSIGNMENTS (650 points):
- (1) Slicing & Dicing Data Assignment: 150
- (2) Summarizing Data Assignment: 100
- (3) Visualization Assignment: 150
- (4) Simulation: 200
- (5) Attendance and Participation: 50

TOTAL POINTS: 1000

Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>A+</td>
<td>970-1000</td>
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<tr>
<td>A</td>
<td>940 – 969</td>
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<tr>
<td>A-</td>
<td>900 – 939</td>
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<tr>
<td>B+</td>
<td>870 – 899</td>
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<tr>
<td>B</td>
<td>830 – 869</td>
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<tr>
<td>B-</td>
<td>800 – 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 – 799</td>
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<tr>
<td>C</td>
<td>700 – 769</td>
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<tr>
<td>D</td>
<td>600 – 699</td>
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<tr>
<td>F</td>
<td>0 – 599</td>
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DETAILS ON COURSE ASSIGNMENTS:

HOMEWORK ASSIGNMENTS:
There will be individual homework assignments over the course of the semester. Each homework is based on an activity in the marketing research process and/or data analysis covered in the class. These homework assignments must be completed individually.

There will also be group-based assignments in the course. We will form groups in the second class. Group assignments are to done with group members only and no other external help is allowed.

Homework assignments MUST be submitted on Blackboard by the end of day (11:59pm) on the due date. No other form of submission will be accepted. No late homework submissions will be accepted. Detailed directions on the homework assignments will be posted on Blackboard and discussed in class.

Team Formation and Expectations
Teams of 4-5 students will be formed in class on October 30, 2019. Since the team-based assignments constitute 35% of the final grade, it is necessary to ensure that everyone contributes to his/her team's
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work. Therefore, all students at the end of the course will have the option to perform a confidential peer team evaluation. All teams will set their own rules, which would include attendance at meetings, work allocation, and contributions to team assignments. Students not performing according to the team’s standards would risk receiving a lower grade on their peer evaluations. If the average peer grade to any member is below 80%, this person’s team-based component of the course grade will be lowered accordingly (See instructions in Appendix A).

COURSE POLICIES:

ATTENDANCE:
Attendance is expected and will be a part of your final grade. Being absent from class will cause you to miss substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project.

RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) in order to make acceptable arrangements.

INCLEMENT WEATHER POLICY:
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES:
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account via Blackboard and will include “MBA 721” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the quickest method to contact me. You MUST use your GMU e-mail address. Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently I will not respond to emails from any other address. Make sure to plan your questions with enough time to receive a response. Under normal circumstances, you should receive a reply within 24 hours.

COMPUTER POLICY:
You need to bring your laptops for each class. We will be learning Data Collection & Analysis and the best way to learn these is by doing. All other non-class related computer related activities should be kept outside the classroom.

CELL PHONE POLICY:
All cell phones MUST be set to silent/vibrate mode and kept out of sight during class time.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS.
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SCHOOL OF BUSINESS STANDARDS OF BEHAVIOR:
The mission of the School of Business at George Mason University is to create and deliver high-quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well-being of society. High-quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

Honor Code Statement
The Honor System and Code adopted by George Mason University will be enforced for this class:


In your work on all written assignments, keep in mind that you may not present as your own the words, the work, or the opinions of someone else without proper acknowledgement. Faculty are obligated to submit any Honor Code violations or suspected violations to the Honor Committee without exception. The School of Business “Recommendations for Honor Code Violations” are available from GMU website.

Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.
**TENATIVE SCHEDULE OF CLASS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
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</thead>
<tbody>
<tr>
<td>Oct 23</td>
<td><em>Marketing Research</em>: Introduction &amp; Importance</td>
<td><strong>Reading</strong>: Marketing Intelligence Core Curriculum</td>
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<td><strong>Reading</strong>: Keep up with your Quants</td>
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<td><strong>Expert Video</strong>: Available on Blackboard</td>
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<td>Oct 30</td>
<td><em>Marketing Research</em>: Data Sources and Research Design</td>
<td><strong>Case</strong>: Should you listen to your Customers</td>
<td><strong>Group Case Assignment</strong></td>
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<td>(Due Nov 5)</td>
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<td>Nov 6</td>
<td><em>Data Source</em>: Survey Design</td>
<td><strong>Reading</strong>: Using Surveys to get the information your business needs</td>
<td><strong>Group Survey Assignment</strong></td>
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<td></td>
<td><strong>Reading</strong>: Survey Building Essentials in Qualtrics</td>
<td>(Due Nov 12)</td>
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<td></td>
<td><em>Descriptive Analytics</em>: Slicing &amp; Dicing Data # 1</td>
<td><strong>Reading</strong>: Text Book Chapter 1</td>
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<tr>
<td>Nov 13</td>
<td><em>Descriptive Analytics</em>: Slicing &amp; Dicing Data # 2</td>
<td><strong>Case</strong>: Air France Internet Marketing</td>
<td><strong>Individual Assignment</strong></td>
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<td><em>Descriptive Analytics</em>: Tableau # 1</td>
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<td>- Slicing &amp; Dicing Data</td>
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<td>(Due Nov 19)</td>
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<tr>
<td>Nov 20</td>
<td><em>Descriptive Analytics</em>: Tableau # 2</td>
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<td><strong>Individual Assignment</strong></td>
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<td>: Data Visualization</td>
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<td>(Due Nov 26)</td>
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<td>Nov 27</td>
<td><em>Descriptive Analytics</em>: Summarizing Data</td>
<td><strong>Reading</strong>: Text Book Chapter 3</td>
<td><strong>Individual Assignment</strong></td>
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<td>(Note: Class Does Not Meet due to Thanksgiving)</td>
<td>: Summarizing Data</td>
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<td>(Due Dec 3)</td>
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<td>Dec 4</td>
<td><em>Predictive Analytics</em>: Experiments in Marketing</td>
<td><strong>Reading</strong>: The Discipline of Business Experimentation</td>
<td><strong>Individual Assignment</strong>:</td>
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<td><em>Research in Practice</em>: Strategic Marketing Decision Making using Data</td>
<td><strong>Reading</strong>: Text Book Chapter 40</td>
<td>Simulation (Due Dec 10)</td>
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<td><strong>Marketing Analytics Simulation</strong></td>
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<td>Dec 11</td>
<td><em>Research in Practice</em></td>
<td><strong>Simulation Debrief</strong></td>
<td><strong>Group Assignment</strong>:</td>
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<td><strong>Case</strong>: Marketing Research (not part of Coursepack)</td>
<td>Analysis (Due Dec 15)</td>
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</tbody>
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**NOTE: In response to unexpected events, this course schedule may change.**
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APPENDIX A: Peer Evaluation Criteria

Your Name (Please Print): _____________________________________________

Group: ____________________________________________________________

**PEER EVALUATION:** Please evaluate your team members. Members receiving an average of 80% or higher on overall evaluation will receive the grade assigned to the team; members receiving an average below 80% will receive a partial grade which will be equal to the grade assigned to the team multiplied by the peer evaluation average score. (For example: suppose the grade assigned to a team is 90 points (out of 100). A group member who receives an average of 85% will be given 90 points; a member who receives an average of 70% on overall evaluation will receive 90*70%=63 points.)

<table>
<thead>
<tr>
<th>NAME of GROUP MEMBER</th>
<th>A: Attendance at group meetings (/100)</th>
<th>B: Completion of assigned tasks (/100)</th>
<th>C: Quality of contribution (/100)</th>
<th>Overall evaluation (=(A+B+C)/3)</th>
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Additional Comments (if necessary):

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