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

MBA 721: Marketing Research
SYLLABUS – Summer 2020

COURSE SECTION: Section 001
MEETING TIME: Thursdays, 7:00 PM-8:00 PM
LOCATION: Online, Zoom (Link provided in Blackboard)
COURSE INSTRUCTOR: Dr. Saurabh Mishra

OFFICE: 9900 Main St, Fairfax
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) Manage complicated research exercises in teams;
9) Work with unstructured marketing data to make managerial recommendations;
10) Effectively present marketing research findings to a managerial audience.
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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/733448

COURSE PACK (CASE)
https://hbsp.harvard.edu/import/733447

LECTURE/SUPPLEMENTARY MATERIALS:
All materials from class (e.g., PowerPoint slides) will be posted immediately prior to 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:
Custom Text Book: Use this link https://redshelf.com/book/1530814/
Students are responsible for being familiar with and following the directions found in this syllabus.

**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** (450 points):
1. Marketing Research Project Intro Presentation 150
2. Survey Instrument 100
3. Marketing Research Project Final Presentation 200

**INDIVIDUAL HOMEWORK ASSIGNMENTS** (550 points):
1. Human Subjects Assignment 50
2. Slicing & Dicing Case Assignment 100
3. Summarizing Data Assignment 50
4. Visualization Assignment 100
5. Simulation 150
6. Participation/Discussion Forum 50
7. Data Collection (25 @ 2 pts each) 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>
</tr>
<tr>
<td>A</td>
<td>940 – 969</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
</tr>
<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<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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</tbody>
</table>

**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 first class. Group assignments are to be done with group members only and no other external help is allowed.

Homework assignments MUST be submitted on Blackboard by 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.
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Team Formation and Expectations
Teams of 4-5 students will be formed in the first week. Since the team-based assignments constitute 35% of the final grade, it is necessary to ensure that everyone contributes to his/her team’s 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:
PARTICIPATION:
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. Participation grade will also be based on your feedback to your peer’s group project submissions.

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 will need your laptops for this course. We will be learning Data Collection & Analysis and the best way to learn is by doing.

CELL PHONE POLICY:
All cell phones MUST be set to silent/vibrate mode and kept out of sight during class meeting 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.
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**TENTATIVE SCHEDULE OF CLASS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>June 25</td>
<td>Introduction to Marketing Research: Data Sources and Research Design</td>
<td>Online Reading: Instructor Slides and Video Information from Library Sources: Online Video</td>
<td>Group Formation</td>
</tr>
<tr>
<td>July 2</td>
<td>Data Collection: Survey Design</td>
<td>Online Reading: Survey Building Essentials in Qualtrics</td>
<td>Group Project Presentations (Slides Due July 2 @ 6pm)</td>
</tr>
<tr>
<td>July 9</td>
<td>Descriptive Analytics: Tableau # 1</td>
<td>Online Reading: Data Visualization Tableau # 1</td>
<td>Group Survey Discussion Group Survey Assignment (Due July 9 @ 6pm)</td>
</tr>
<tr>
<td>July 16</td>
<td>Descriptive Analytics: Tableau # 2</td>
<td>Online Reading: Data Visualization Tableau # 2</td>
<td>Individual Assignment - Human Subjects Test (Due July 16 @ 7pm)</td>
</tr>
<tr>
<td>July 23</td>
<td>Descriptive Analytics: Slicing &amp; Dicing Data</td>
<td>Reading: Text Book Chapter 1 Online Reading: Slicing and Dicing Data Case: Air France Internet Marketing (Intro)</td>
<td>Individual Assignment: Data Visualization (Due July 23 @ 7pm)</td>
</tr>
<tr>
<td>July 30</td>
<td>Descriptive Analytics: Summarizing &amp; Visualization Data with Excel</td>
<td>Case: Air France Internet Marketing (Debrief) Reading: Text Book Chapters 2 &amp; 3 Online Reading: Data Summarizing/Visualizing Marketing Analytics Simulation</td>
<td>Individual Assignment - Slicing &amp; Dicing Data Case Analysis (Due June 30 @ 7 pm)</td>
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<td>Aug 6</td>
<td>Research in Practice: Strategic Marketing Decision Making using Data</td>
<td>Marketing Analytics Simulation Debrief Group Work on Final Project Data Analysis</td>
<td>Individual Assignment: Data Set Individual Assignment: Summarizing Data Individual Assignment: Simulation</td>
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<tr>
<td>Aug 13</td>
<td>Research in Practice</td>
<td>Final Group Presentations and Class Wrap-Up</td>
<td>Group Final Project Presentation (Slides Due Aug 13 @ 6pm)</td>
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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):