

BUSML 4210: Advanced Marketing Research

Fisher College of Business, The Ohio State University

Spring 2017, Term 1, MWF 3:00PM - 3:55PM / MWF 9:10AM - 10:05AM

- Instructor: Dong Soo Kim, Ph.D.
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 - Office hours: Mon. 1:00PM - 2:45PM (or by appointment)
 - Course website: <https://carmen.osu.edu/>
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CLASS SCHEDULE AND LOCATION

BUSML 4210-0010 (4280): MWF 3:00PM - 3:55PM, 1/9/2017 - 2/24/2017, SB 200

BUSML 4210-0020 (4962): MWF 9:10AM - 10:05AM, 1/9/2017 - 2/24/2017, SB 319

COURSE MATERIALS

1. “Marketing Models: Multivariate Statistics and Marketing Analytics” by Dawn Iacobucci (2013, South-Western, ISBN-13: 978-1-111-52584-2, ISBN-10: 1-111-52584-6).
2. Other course materials will be available on CARMEN (<https://carmen.osu.edu/>).

COURSE OBJECTIVES

Decision-making in marketing inherently involves various variables, such as sales, prices, product features, advertisements and satisfactions. The challenge is that these variables are all related to each other: The effect of one variable (e.g., price) on sales is usually moderated by other variables (e.g., advertisements). Marketing models thus have to be able to deal with this “multivariate” nature of marketing data. This advanced course introduces multivariate marketing models and statistical techniques widely used for various business and marketing questions in practice. For each model covered in this course, we will focus on (i) what kind of decision-making problems the model is used for; (ii) which variables are required for running the model; (iii) the technical details of the model; and (iv) how to make decisions based on the results from the model.

Having successfully passed this course, students will:

1. develop a strong understanding of modern marketing models and related statistical techniques;
2. be able to apply appropriate models and techniques to real world marketing problems using **Excel** and **SPSS**; and
3. gain a competitive advantage on the job market.

COURSE FORMAT

This course will cover various aspects of marketing research. It will involve lectures, class discussions, computer labs and tests. You are encouraged to read the designated chapter(s) in the textbook before attending class sessions. This will assist your learning, and help you contribute to class discussions and score well on the tests. In addition, you will be involved in lab sessions that will be a bridge toward the real world application of your knowledge.

COURSE REQUIREMENT AND GRADING

Final grades consist of the following components:

Lab Assignments	30%	(5% × 6 sessions)
Quizzes	20%	(10% × 2 quizzes)
Final Exam	40%	
Class Attendance and Participation	10%	
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Total	100%	

- **Lab Assignments** (5% × 6 sessions)

There are six lab sessions in this course. You will learn to use **Excel** and **SPSS** to conduct data analysis covered in class. Lab procedures and datasets will be uploaded on **CARMEN**. After each lab, **you will submit your answers and lab files online via CARMEN**. Each lab is basically designed as an individual assignment, so that each student should submit her/his own answers. This means that **you can work with your classmates but group submission is NOT allowed**.

- **Quizzes** (10% × 2 quizzes)

There will be two online quizzes. The dates for quizzes are given in the course schedule. Questions will come from the textbook (indicated chapters only), classroom discussion, slides or other supplemental materials provided in class. Each quiz will contain about 10 **multiple-choice** questions. You will need a calculator.

- **Final Exam** (40%)

There will be an exam on the last class day. It will be basically a closed-book exam; however, you can use **a one-page cheat sheet** written by yourselves. The exam will include all contents from the textbook (indicated chapters only), classroom discussion, slides or other supplemental materials provided in class. Lectures and discussions in class **complement, NOT substitute**, reading the chapters. Therefore contents in the textbook that are not explicitly discussed in class may be included in the exam. The exam will contain about 30 **multiple-choice** questions. You will need a calculator.

- **Class Attendance and Participation** (10%)

Regular attendance is expected because you will be tested on the material covered in class. Your attendance will be noted during the class time. Participation in discussion is encouraged.

OFFICE HOURS

Your instructor is here to help you. Please do not hesitate to ask any questions. The best way to contact me outside class is via email. If you come to see me during my office hours, you do not have to make an appointment. If you need to see me at another time, please ask for an appointment via email. Also, I might use CARMEN to contact you. Please make sure that you receive emails sent by the CARMEN system. You should check your email frequently in case I need to contact you.

WORKLOAD EXPECTATION

The University and College expectation is that students spend two hours outside of class for every hour spent in class. So, for this course (BUSML 4210, 7 week, 1.5 credit course), you would spend about two hours and forty minutes on the course outside class room every week.

SOFTWARE

This course basically requires you to use two softwares: **Excel** and **SPSS**.

- **Excel**

It is highly recommended to use the latest version of **Excel** to avoid confusion in lab sessions. All Ohio State students are now eligible for free **Microsoft Office 365 ProPlus** including the latest version of **Excel**. Full instructions for downloading and installation can be found at <https://ocio.osu.edu/kb04733>.

- **SPSS**

Ohio State students on Main and Regional campuses are eligible for **SPSS Statistics** for use on personally- or OSU-owned machines. **Windows** and **Mac OS X** versions are currently available. If you use **Linux**, I could look into alternative solutions - just contact me.

To get **SPSS** on your **personally-owned** computer, you must go to the **OCIO** self service website (<https://osuitsm.service-now.com/selfservice/>) and follow the instructions below:

1. Click “log-in” on the red bar to log in the service.
2. Click “Order Services” at the bottom right and then select “Software Services.”
3. Select “Site License Software Request.”
4. Provide your name, number, email and phone number, and click “Next.”
5. Select “**SPSS Statistics**” (If you cannot find it, please scroll down to the bottom of the list).
6. Select the version of the software: Version 22 will be used in this course, but Version 23 and 24 are also okay. Please make sure whether your OS is 32-bit or 64-bit, if you are using **Windows**.
7. Provide your license type (note: you need only one quantity), and click “Next.”
8. Select “Personally Owned” and click “Next.”
9. Check “I Agree” (with the license terms) and click “Next.”
10. Review your order and click “Submit Request.”

11. You will receive an email message from the IT Service Desk with a link to download software. Please keep your “License Code.”
12. Click the link to download software. It may take about 10 - 30 minutes.
13. Install the software and enjoy it!

If you have any issues, or any further questions about the software, please visit <https://ocio.osu.edu/help> or contact the IT Service Desk by email at 8help@osu.edu or by calling 614-688-HELP (4357). Walk-in assistance is also available at the BuckeyeBar, 60A Thompson Library. Service hours are available on the web at <https://ocio.osu.edu/help/hours/>.

BE A PROFESSIONAL IN CLASS

A part of your grade will be determined by your contribution to class. Along with actively participating in class discussions, it will not hurt you to be “a professional” in class. For instance, **come to class on time, do not engage in side conversations during class and turn off cell phones or other communication devices**. Inappropriate behavior, such as being rude or disruptive, may result in a lower grade for the class participation component.

CLASS ABSENCE AND MISSED EXAM/QUIZZES

You are responsible for your own success. This means that it is your responsibility to attend, participate and absorb the materials. I count on your responsibility; therefore you may miss up to two classes for any reason (no need to present or even invent excuses). If you miss more than two times, there will be a proportional participation grade deduction - unless you can present evidence of valid excuses (“my internet did not work” or “my computer did not work” are NOT valid excuses). As for the labs with assignment, you have to attend if there is no valid excuse.

In addition, please make note of quiz and exam dates and plan your semester accordingly. All important dates can be found in the course schedule. With a valid excuse, missed exams or quizzes will be dealt with on an individual basis. Without a valid excuse, missed exams or quizzes will be recorded as zero points.

DISENROLLMENT

Fisher College of Business strongly enforces University attendance policies. As per University Rule 3335-8-33 (<http://trustees.osu.edu/rules/university-rules/chapter-3335-8-instruction.html>), **the instructor may disenroll a student from a course if the student fails to attend the scheduled course without giving prior notification to the instructor after the third instructional day of the session, the first Friday of the session, or the second scheduled class meeting of the course, whichever occurs first**. When the department elects to use this procedure, the instructor, the chair or other appropriate administrative officer shall notify the student’s enrollment unit. The enrollment unit will notify the student and take appropriate action to remove the student from the course.

HONOR CODE

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research and other educational and scholarly activities. Thus, the Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct (<http://trustees.osu.edu/rules/code-of-student-conduct/>) and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process" (Section 3335-23-04). Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

In this course, it is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows:

"As a member of the Fisher College of Business Community, I am personally committed to the highest standards of behavior. Honesty and integrity are the foundations from which I will measure my actions. I will hold myself accountable to adhere to these standards. As a future leader in the community and business environment, I pledge to live by these principles and celebrate those who share these ideals."

If you have any questions about the policy above, please contact me.

STUDENTS WITH DISABILITIES

Every effort will be made to provide each student with a meaningful learning opportunity. If there are any obstacles that could prevent you from learning effectively, please set an appointment with the instructor so that we might jointly figure out how to circumvent those obstacles. Any student who feels she/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. The Office of Student Life Disability Services (<http://www.ods.ohio-state.edu>, 614-292-3307, 098 Baker Hall) can assist with coordinating reasonable accommodations for students with documented disabilities. It is your responsibility to discuss this with the instructor well in advance of an assignment due date or an exam.

TENTATIVE COURSE SCHEDULE

Important dates are in bold. The schedule is subject to change if necessary.

No.	Date	Topic	Readings/Assignments
1	Jan 9 (M)	Welcome & Course Overview	
2	Jan 11 (W)	Marketing Models and Data Analysis	Ch. 1 & 8
3	Jan 13 (F)	Marketing Models and Data Analysis	Ch. 1 & 8
4	Jan 16 (M)	Martin Luther King, Jr. Day (no class)	
5	Jan 18 (W)	Lab 1: SPSS Introduction	Lab Assignment 1
6	Jan 20 (F)	Hierarchical Clustering	Ch. 2
7	Jan 23 (M)	Hierarchical Clustering	Ch. 2
8	Jan 25 (W)	Lab 2: Hierarchical Clustering in SPSS	Lab Assignment 2
9	Jan 27 (F)	Factor Analysis	Ch. 4
10	Jan 30 (M)	Factor Analysis	Ch. 4
11	Feb 1 (W)	Lab 3: Factor Analysis in SPSS	Lab Assignment 3
Online Quiz 1 (Feb 1 - Feb 3)			
12	Feb 3 (F)	<i>k</i> -Means Clustering	Ch. 2
13	Feb 6 (M)	<i>k</i> -Means Clustering	Ch. 2
14	Feb 8 (W)	Lab 4: <i>k</i> -Means Clustering in SPSS	Lab Assignment 4
15	Feb 10 (F)	Multidimensional Scaling (MDS)	Ch. 6
16	Feb 13 (M)	Multidimensional Scaling (MDS)	Ch. 6
17	Feb 15 (W)	Lab 5: Multidimensional Scaling in SPSS	Lab Assignment 5
Online Quiz 2 (Feb 15 - Feb 17)			
18	Feb 17 (F)	Conjoint Analysis	Ch. 7
19	Feb 20 (M)	Conjoint Analysis	Ch. 7
20	Feb 22 (W)	Lab 6: Conjoint Analysis in SPSS	Lab Assignment 6
21	Feb 24 (F)	Wrap-up and Q&A (Example questions for the exam will be provided.)	
Final Exam			
BUSML4210-0010 (4280): Feb 27 (M) 3:00PM - 3:55PM			
BUSML4210-0020 (4962): Feb 27 (M) 9:10AM - 10:05AM			