MKTG 5250.007+777 Advanced Marketing Research and Analytics  
Dr. Gopala GANESH  
Fall 2017 offered via UNT Blackboard Learn  
e-mail: ganesh@unt.edu  
Office: BLB 329N  
(940) 565.3129; fax .3803

Office Hours: MW 2 to 3 pm OR by appointment  
must post assignment questions to Blackboard!

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, DSCI 5180 (may be taken concurrently.)

**Course Objective:**
To provide an understanding of the marketing research process and its role in solving marketing problems for organizations. More specifically, we will try to:

1. Understand the role of Marketing Research in decision making.
2. Learn the principles of good online questionnaire design.
3. Learn the process of research design through collection of actual online survey data.
4. Learn to analyze data through very effective basic statistical techniques.
5. Learn effective ways of presenting the results of basic data analysis.
6. Complete an overview of more advanced tools of data analysis, and
7. Hands-on learning by completing 2-6 above in the context of a client-based MR project.

**The “I am Here” survey:**
Please complete the critical “I am here” survey via Blackboard by 9/8/2017.

**Text Book and Other Needed Material:**

REQUIRED: Marketing Research: An Applied Orientation 6/e by Malhotra is mandatory. You may choose the physical book or the significantly less expensive, 6-month access e-book which resides on the Internet and therefore is accessible from any computer or other Net-compatible device, such as iPhone, iPad etc. The book is a vital and mandatory resource for accessing course materials as well as the chapter quizzes, the graded assignments and the final examination.

REQUIRED: [www.Management-by-the-Numbers.com](http://www.Management-by-the-Numbers.com). Purchase access to a specific set of 4 MBTN modules for about $11.95. MBTN will contact you at your UNT email address to complete the purchase and activate your login credentials. I shall provide more details about the MBTN task on or before 9/30.

SPSS (the required statistical package for this class; v24 is presently installed in CoB) may accessed virtually via the COB Virtual Lab using VMware. Alternatively, you might want to purchase the SPSS 24 Grad Pack (standard version 6-month license is recommended for our class) and run all statistical analysis on your own machine. Based on past student feedback, this might be a good alternative, since the physical and virtual labs could get real busy (and slow), especially towards the critical end of the semester! ([http://tinyurl.com/spssgp6mo](http://tinyurl.com/spssgp6mo))

Qualtrics: You do not need to purchase anything to be able to use the COB-licensed Qualtrics survey tool. See later for details on creating your Qualtrics account.
VERY Important! Your Eaglemail (yourname@my.unt.edu) e-mail account:

Besides announcements (which duplicate as email), I might also directly email you on occasion. These will go to your UNT email address (your euid@unt.edu is a short alias, in case you were unaware). In Blackboard, you may auto-forward such emails to your preferred email address through the Global Navigation Menu by clicking the ▼ next to the Logout button at the top right corner of the screen, followed by Settings, then Edit Personal Information.

Important UNT Drop Dates:

It is the student's responsibility to initiate the paperwork for drops!

Student without instructor permission: Sep. 11th, 2017
Student with permission and automatic W: Oct. 6th, 2017
Student with permission (W or WF, grade-to-date): Nov. 6th, 2017
Withdraw from all classes: Nov 22nd, 2017

Grading System:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Graded Assignments</td>
<td>300</td>
</tr>
<tr>
<td>Open-book Online Chapter Quizzes (“restricted” best 5 of 6, see details later)</td>
<td>300</td>
</tr>
<tr>
<td>Open-book Final Exam on Multivariate Analyses based on client project</td>
<td>350</td>
</tr>
<tr>
<td>MBTN exercise (details will be provided later this semester)</td>
<td>50</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Graded Assignments (see Blackboard for full details):

- GA 1 (25) Client Project: Secondary Sources Assignment
- GA 2 (125) Client Project: Design of a Qualtrics Survey for data collection
- GA 3 (150) Client Project: Basic Data Analysis on your survey

Students may consult each other (via the Discussion Board) but must do their own work on these.

Online Chapter Quizzes (accessed via the Quizzes and Examinations link):

Six online quizzes, customized for each student by drawing questions randomly from large pools, will be scheduled during the first two months of the semester and the “restricted best five” will count towards your grade. Consultation among students is NOT permitted for these quizzes. Missed quizzes shall not be rescheduled, under any circumstance. Details are provided later in this handout.

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 Assignments:

Blackboard upload of properly formatted Adobe pdf and/or Word.docx files, as specified in the handout for each assignment, is the required submission mode for all graded work. 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) scan the finished, printed work from Word, Excel, PowerPoint etc. to PDF. In general, option (2) produces an inferior quality result.

The deadline for electronic submission is always 11:59 p.m. on a Wednesday. While I shall allow you to submit your assignment “late” until 11:59 p.m. on the immediate Thursday that follows, please do not make that a routine!

No assignment shall be accepted after it is graded and returned to the rest of the class. Your grade will be zero for that assignment! YOU are responsible for bringing discrepancies etc. to my attention ASAP! If you wait until the end of the semester, it is TOO late!

Failure to submit ANY assignment or take any of the required 5 quizzes will result in the loss of ALL exam curves, doles and other considerations.

Presentation and academic honesty 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. Professional presentation means word-processed, laser-printed, and neatly organized.

2. Poor writing, three or more grammatical and spelling errors and/or 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.

3. Individual effort is expected. Efforts of two students should not look “too similar”. Any evidence to the contrary will result in severe penalties. This does not preclude reasonable consultations, e.g. “how did you do this?” via the Blackboard Discussion Board. Please refer to the UNT Academic Integrity Policy, attached.

ADA Compliance:

COB complies with, and I am personally committed to, the Americans with Disabilities Act. If you need assistance, please let me know.
**Important Notice International Students on the F-1 visa**

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 Advising Office. The UNT International Advising Office has a form available that you may use for this purpose. The form must be submitted to International Advising before the start of the course.

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 Advising Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

**Additional notes to F-1 students:**

It is also my understanding that F-1 students are not allowed to take more than a certain number of classes via that format. Please clarify with the UNT International Advising Office (telephone 940-565-2195 or email internationaladvising@unt.edu.)

In the present security environment, and as a former International Student, I strongly advise all international students to be in full, 100% compliance with U.S. Immigration rules and requirements that govern you. If you do, there will be no hassles whatsoever and you can concentrate on your main purpose of being here, i.e. to study!
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 Modules 06 (Chapters 11 and 12), and 08 thru 12 (Chapters 15-21). These constitute the “analytics” material.

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Book Chapter</th>
<th>Topic</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 28@</td>
<td>MR01</td>
<td>01</td>
<td>Need for MR and the Value of Information~</td>
<td></td>
</tr>
<tr>
<td>Sep 04</td>
<td>MR02</td>
<td>02 and 03</td>
<td>The MR problem and the Research Design~</td>
<td></td>
</tr>
<tr>
<td>Sep 11</td>
<td>MR03</td>
<td>04</td>
<td>Exploratory Research: Secondary Data~</td>
<td>*GA 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>05</td>
<td>Exploratory Research: Qualitative Sources~</td>
<td></td>
</tr>
<tr>
<td>Sep 18</td>
<td>MR04</td>
<td>06 and 07</td>
<td>Primary Data: Descriptive and Causal Research</td>
<td></td>
</tr>
<tr>
<td>Sep 25</td>
<td>MR05</td>
<td>08 and 09</td>
<td>Measurement, Scaling and Survey Design~</td>
<td>*GA 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10</td>
<td>Measurement, Scaling and Survey Design~</td>
<td>*GA 2</td>
</tr>
<tr>
<td>Oct 02</td>
<td>MR06a</td>
<td>11</td>
<td>Sampling Issues: Design</td>
<td></td>
</tr>
<tr>
<td>Oct 09</td>
<td>MR06b</td>
<td>12</td>
<td>Sampling Issues: Sample Size~</td>
<td></td>
</tr>
<tr>
<td>Oct 16#</td>
<td>MR07*</td>
<td>13 and 14</td>
<td>Field Work and Data Preparation Issues</td>
<td>*GA 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15</td>
<td>Frequency Distributions and Cross Tabulations~</td>
<td>*GA 3; $</td>
</tr>
<tr>
<td>Oct 23</td>
<td>MR08*</td>
<td>15</td>
<td>Hypothesis Testing in MR~</td>
<td></td>
</tr>
<tr>
<td>Oct 30</td>
<td>MR09*</td>
<td>16</td>
<td>Analysis of Variance and Covariance~</td>
<td></td>
</tr>
<tr>
<td>Nov 06</td>
<td>MR10*</td>
<td>17</td>
<td>Correlation and Regression~</td>
<td></td>
</tr>
<tr>
<td>Nov 13</td>
<td>MR11*</td>
<td>18</td>
<td>Discriminant Analysis and Logistic Regression~</td>
<td></td>
</tr>
<tr>
<td>Nov 20</td>
<td>MR11*</td>
<td>19</td>
<td>Factor Analysis~</td>
<td></td>
</tr>
<tr>
<td>Nov 27</td>
<td>MR11*</td>
<td>20</td>
<td>Cluster Analysis~</td>
<td></td>
</tr>
<tr>
<td>Dec 04</td>
<td>MR12*</td>
<td>21</td>
<td>Multidimensional Scaling~</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td></td>
<td>21</td>
<td>Conjoint Analysis~</td>
<td>$</td>
</tr>
<tr>
<td>Find Time!</td>
<td>MR13*</td>
<td>23</td>
<td>Report Preparation and Presentation~</td>
<td>*GA 3</td>
</tr>
<tr>
<td>Find Time!</td>
<td>MR14*</td>
<td>24</td>
<td>International Market Research issues</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td>Take home Final Exam due. Details Later!</td>
<td></td>
</tr>
</tbody>
</table>

@ Class begins on Monday Aug 28th.

* Graded Assignment. Means this topic relates directly to this assignment.

# Field work and data preparation relate to GA3.

¥ Final Examination topic.

$ MBTN modules-based exercise

~ Significant specific Audio+Video content on this topic.

^ You are expected to conform to the general guidelines presented here in all reports and charts.
Online Chapter Quizzes

- Open book but own effort. You may refer to all Blackboard materials, but MUST NOT receive help from other students.

- Scheduled over six availability windows. Each quiz is set to remain open only during its window.

- Five of the six quizzes are limited to one attempt. The ONLY exception is the first quiz (Chapters 01, 02 and 03) for which two attempts will be allowed (and the better score retained) to facilitate familiarization with the testing environment.

- 3-hour 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 from the Blackboard module + their relevant Book Chapters for each quiz @ 4 points each for a maximum score of 100 points per quiz.

- In each quiz, 10-15 questions will be “concept facts” and 15-10 will be “application” questions. The concept facts questions will be relatively easier and quicker to answer. The answers to those are easily located in the relevant chapters. The application questions are micro-case scenarios that would be along the lines of “what should this market researcher or decision maker or company do?” and will require judgment after carefully thinking the information through.

- Quizzes 5 and 6 are mandatory and must be taken by all students.

- Missed quizzes will be scored as zeros.

- Excluding the mandatory Quizzes 5 and 6 (zeros on these will count), the lowest quiz score (which could be a missed quiz = zero) from the remaining four quizzes will be dropped. Afterward, the sum of your scores from the “restricted best 5” quizzes will be calculated as ?/500, then scaled to ?/300.

### Availability Window for Online Chapter Quizzes

<table>
<thead>
<tr>
<th>Quiz#</th>
<th>Module</th>
<th>Topic</th>
<th>Opens Saturday</th>
<th>Closes Monday</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>0102</td>
<td>Chapters 1, 2, 3</td>
<td>Sep 02</td>
<td>Sep 11</td>
</tr>
<tr>
<td>02</td>
<td>03</td>
<td>Chapters 4, 5</td>
<td>Sep 09</td>
<td>Sep 18</td>
</tr>
<tr>
<td>03</td>
<td>04</td>
<td>Chapters 6, 7</td>
<td>Sep 16</td>
<td>Sep 25</td>
</tr>
<tr>
<td>04</td>
<td>05</td>
<td>Chapters 8, 9, 10</td>
<td>Sep 23</td>
<td>Oct 02</td>
</tr>
<tr>
<td>05</td>
<td>06a06b</td>
<td>Chapters 11, 12</td>
<td>Sep 30</td>
<td>Oct 16</td>
</tr>
<tr>
<td>06</td>
<td>0708</td>
<td>Chapters 13, 14, 15</td>
<td>Oct 14</td>
<td>Oct 30</td>
</tr>
</tbody>
</table>

Quizzes 01 through 04 remain open for 10 days and Quizzes 05 and 06 for 17 days.

Each quiz will begin @ 12:01 am on the first date and end @ 11:59 pm on the second date.

Please identify a single block of 3 hours during the availability of each quiz to take it.

Avoid quiz attempts during the Saturday 11:00 pm to Sun 02:00 am Blackboard down time.

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 its availability window closes.
Bonus Point Opportunities (all have Wednesday deadlines)  
these could boost your Semester Total by up to 2%

1. **Qualtrics Orientation** (5 bonus points) must complete by September 13th 2017

Activate your Qualtrics account per syllabus and learn how to create an online survey. Your task is to watch my Audio+Video on the construction of the online version of the short, (previously) traditionally implemented 1998 UNT Student Online Shopping survey. The A+V link is located under Course Content-Tutorials. The more challenging but richer learning route is to actually do it (consulting my A+V as necessary.) However, I understand your time constraints and shall award the bonus points if you **just watched my A+V** (without actually creating the online survey).

**Required action:** (1) Post “I am done” as a reply in the Qualtrics Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time). Only if you actually created the online survey, (2) publish that to a website and also post the URL for me and the class to go take a look, and (3) attach a pdf printout of your survey (created via the Print option in Qualtrics). Note that (2) and (3) are **not required**.

Please note, however, that you will be asked to construct your own Qualtrics survey for GA2. Therefore, one way or the other, you will need to pick up the basics of Qualtrics.

2. **NIH Certificate** (10 bonus points) must complete by September 27th 2017

Please complete the training program on "Protecting Human Subjects" developed by the National Institutes of Health, Bethesda, MD. I have posted a one page explanation of "Why NIH training" and my own NIH certificate to the relevant Discussion Board forum. The NIH training takes less than half a day and may be accessed at: [http://phrp.nihtraining.com/users/login.php](http://phrp.nihtraining.com/users/login.php)

You will need to register to obtain login credentials.

**Required action:** Post your certificate to the NIH Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time.)

3. **SPSS Orientation** (5 bonus points) must complete by October 11th 2017

Learn the basics of SPSS 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 A+V link is also located under Course Content-Tutorials. The challenging but clearly better approach would be to actually complete the procedures yourself (consulting my A+V as necessary.) However, once again, I shall award you the bonus points for just watching my A+V, also located under Course Content-Tutorials.

**Required action:** Post "I am done" as a reply in the SPSS Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time).

Please note, however, that you will be **required** to use SPSS for GA3 and the final exam. Therefore, one way or the other, you will need to pick up the basics of SPSS.
***Create your Qualtrics Account***

Please go to http://untbusiness.qualtrics.com

You will notice the "create account" link right under “Sign In”. Click that.

Supply your preferred email address.

Choose a new password for your Qualtrics account.

You will receive a verification/confirmation at your preferred email address.

Click that and you will be done.

Afterward go back to http://untbusiness.qualtrics.com

This time, use your username which is your email address and the pw you chose.

You would be placed in the Qualtrics main screen with an invite to design your first survey.
DEPARTMENT AND UNIVERSITY POLICIES

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WRITTEN AND ANALYTICAL WORK FOR EACH ASSIGNMENT labeled as an individual assignment. You may discuss individual assignments, other than exams, with other students but the content of the submitted individual paper must be your own analysis and conclusions. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving unauthorized help with your papers or exam, is taken seriously and will be investigated. The minimum penalty for academic misconduct is an "F" on the assignment. The maximum penalty is an "F" in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University.

Academic dishonesty includes cheating and plagiarism. The term “cheating” includes, but is not limited to, (1) use of unauthorized assistance in taking an exam; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The examination instructions are very clear regarding what materials may be used on the exam. **If you “preprogram” your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual’s exam, you will receive a failing grade for the course.**

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

The term “plagiarism” includes, but is not limited to, the use, by paraphrase of direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling (or disseminating) of term papers or other academic materials.