



Marketing Research and Analytics: B8617 Spring 2016

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Time:	Tuesday 2:15pm –5:30pm	
Room:	Uris 141	
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Office Hours:	By Appointment	

Course Description

You are a manager in a large corporation tasked with making marketing decisions. Or perhaps you are part of a start-up. In either case, there are fundamental questions you need answered. Questions such as:

*How do I develop/modify my product? How do I price it? Where do I sell it? Whom do I sell it to?
How many can I sell? How do I promote it? Who do I compete with? How do I convince someone to invest in my business?*

While anecdotal information is a start, what you need is a systematic approach for gathering and analyzing information that can help answer these critical questions.

Welcome to *Marketing Research and Analytics!*

In this course you will gain a strong and enduring understanding of how to systematically design research, gather and analyze data, to help drive marketing decisions. You will learn a practical framework for conducting research, knowledge to properly design research, techniques and tools to analyze data and practical information sources. We will use an approach that maximizes your ability to apply what you learn.

The course is broadly divided into two sections, one focusing on research design and the other on analytics. In the first class you will listen to pitches from companies interested in working with the class on the group project. For the rest of the first half semester you will learn about types of research, how

to properly design research and collect data, and will concurrently apply that knowledge through your group project. In the second half, you will be exposed to a variety of marketing analytic techniques with hands-on analysis and will have the opportunity to apply your knowledge to your group project. The final session will be devoted to group project presentations.

Sessions	Description
1-6	Research Design
7-11	Analytics
12	Project Presentations

Required Materials

- Readings and Case Packet (Available at Operations Office at Uris 217)
- IBM-SPSS Statistics Standard Grad Pack 23 (6-Month rental) statistical software
- Discover (from Sawtooth Software, **provided by the school**)

Note: The school has pre-purchased **SPSS** licenses for **MBA students** taking the course. The license vendor will email you a link for software download. Non-MBA students need to purchase a six-month license from:

http://www.hearne.software/Software/SPSS-Grad-Packs-for-Students-by-IBM/Pricing?product=SPSS%20Grad%20Packs%20for%20Students%20by%20IBM¤cy=USD®ion=US&version=Statistics+Standard+Grad+Pack&class=Student&platform=&gclid=Cj0KEQjwnrexBRDNmZzNkf7c4c4BEiQALnIhxSKIFPmHBKpziScocBhFoX_uRKbAXHJMPEuIKVEvQSkaArLt8P8HAQ

Both software packages are powerful, user-friendly and widely used, and hence will be very useful for you in this course and in your business life. We will cover the basics that are required for this course and we will be available to you throughout the course. However, we recommend that you learn the basics to the extent possible, so we can use our time together to analyze the data and derive insights.

Recommended Material

Text: **Marketing Research: An Applied Orientation** (Sixth Edition),
Naresh K. Malhotra, Prentice Hall

Copies of this book will be on hold in the library. It is an excellent reference on many marketing research and analytic topics.

Student Evaluation

Class Participation	20% (Individual)
Assignments	40% (Individual and Group)
Group Project	40% (Group)

Students will evaluate each other's performance in doing group work and this will be considered in assigning final grades.

Class Participation

This could be more accurately called *class engagement and participation*. We will make a strong effort to get to know you personally from the first class and ensure that your contribution is accurately evaluated. Your level of attention and engagement, contribution to the class discussions and general interaction will all count toward the class participation grade.

Attendance is a necessary but not sufficient condition for participation and will be evaluated accordingly. Attendance is mandatory for all classes including guest speaker lectures and project presentations that do not involve your group. If you have any issues with actively participating in the class discussion please talk to us about it separately.

Classroom Etiquette

Your participation grade will be based on:

Attendance: To be in the class, you must **be present, on time, and arrive prepared**. Given that engagement is central to your learning, missing any of the sessions without an excuse will lower your grade.

Participation: We expect you to contribute to the learning of your classmates, both through class discussion and feedback. Good participation is defined as:

- On time and present in the class
- Actively participating in class discussions, pulling in insights from readings
- When guests are in class be respectful and prepared with thoughtful questions
- Device usage (phones, laptops, etc.) will take away from your participation grade

Assignments

Assignments will need to be completed individually or as part of a group (as specified). They will be due at the posted due dates and times (no exceptions). If you have a valid reason for not being able to turn in the assignment, please let us know in advance. More details on assignments will be provided later.

Group Project

The group project is the most important component of the class both in terms of helping you learn research (by doing it) and in terms of the weight given for grading. Groups of about 4 students will work together on the project with a real company. While you are free to choose a company on your own, we will also arrange for some to come to class and make a pitch. **Working with a start-up is the preferred option.** Whichever route you decide to take, the project will need to follow guidelines on how the research is to be done (which will be distributed in the first class). In short, the problem you are tackling needs to be addressed using research. The steps you will go through in the group project are as follows:

- After initial discussions with your client you will write a short but complete **proposal** that explains how you are going to solve the problem. Make sure you address all the essential elements (refer to *Proposal Outline* document in Canvas). You may be asked to present your proposal to the class for feedback.
- When the proposal is approved, you will start a **multi-phase research process**. For background information on your product category you will be expected to conduct **secondary** research using the resources available at the Watson library as well as information provided by your client company. This will be followed by **qualitative** research which could be In-Depth Interviews (IDI), Focus Groups or Ethnography. At the end of the first half of the semester you will **submit a preliminary report** on your work along with a survey outline. The results from this phase will guide the next phase.
- Next will be **quantitative** research. You will design a questionnaire, determine appropriate sampling strategy and collect data. We suggest you analyze this data **using IBM SPSS software and/or Sawtooth Software**. When the analysis is completed you will write a **final report** (not to exceed 10 pages excluding questionnaire, tables, figures, etc.) and submit along with a copy of your data file, as well as any other relevant material that you developed for the project (stimuli, video, etc.). You will be evaluated more for the effort you put into the analysis than for your ability to solve the problem (given the time and budget constrained environment that you will be operating in).
- Finally, you will **present** your results in the last class.

Your grade for the project will depend on all aspects of this project. You will also **grade your team members** on their effort and cooperation. Individual project grades will be adjusted up or down depending on the evaluations. We will also adjust the project grade based on our perception of your effort on behalf of the group. So it is to your benefit to make us aware of your contribution to the group project.

Overview of Class Schedule

Professor Rajan Sambandam

Sessions (Tuesdays)	Topics	Reading	Notes
#1 – Jan 26	Introduction Overview, Research Design, Secondary Research	Discussion: <ul style="list-style-type: none"> How Not to Drown in Numbers Post-Class: <ul style="list-style-type: none"> Backward Market Research Why I Underwent Psychoanalysis (Video) Optional: Text – Chapters 1 – 4	Company Pitches Form groups for class project
#2 – Feb 2	Qualitative Research Classic and Contemporary methods	Post-Class: <ul style="list-style-type: none"> The Museum is Watching You Turning Facebook Followers IAT Optional: Text – Chapter 5	Finalize project groups Choose project topic Submit: Project Proposal (by Feb 5)
#3 – Feb 9	Quantitative Research I - Measurement Data & Scale Types, New Topics	Discussion: <ul style="list-style-type: none"> The Coop Post-Class: <ul style="list-style-type: none"> Note on Market Research Optional: <ul style="list-style-type: none"> Neuromarketing Text – Chapters 8, 9 	Submit: Write-up (The Coop) Guest Lecture: Keith Price CEO, <i>Critical Mix Sampling</i>
#4 – Feb 16	Quantitative Research II – Survey Design Best Practices	Discussion: <ul style="list-style-type: none"> One Number You Need Post-Class: <ul style="list-style-type: none"> Lies, Damned Lies and Medical Science Optional: Text – Chapters 6, 10	Guest Lecture: Jonathan Gordon Principal, <i>McKinsey</i>
#5 – Feb 23	Quantitative Research III – Sampling, Experiments Sample size, Weighting, Experimental Design	Discussion: <ul style="list-style-type: none"> MR in the Courtroom David Takes on Goliath Post-Class: <ul style="list-style-type: none"> None Optional: Text – Chapters 7, 11, 12	Submit: Write-up (David/Courtroom)
#6 – Mar 1	Quantitative Research IV – Preference Measurement Conjoint Designs (Traditional, Discrete Choice)	Discussion: <ul style="list-style-type: none"> Apple-Samsung case Post-Class: <ul style="list-style-type: none"> Understanding the Value of Conjoint Analysis Optional: Text – Chapters 8, 21	Discover software introduction Submit: Group Project Preliminary Report
Mid-Semester Break – No class on Mar 8, 15			

Overview of Class Schedule

Professor Kamel Jedidi

Sessions (Tuesdays)	Topics	Reading	Notes
#7 – Mar 22	Marketing Analytics I Regression overview, Logistic regression, and intro to SPSS	Discussion: <ul style="list-style-type: none"> Pilgrim Bank (A) Post-Class: <ul style="list-style-type: none"> Regression analysis with SPSS Logistic regression with SPSS Optional: Text – Chapters 14, 15, 17	Respond to the choice-based conjoint survey Respond to Pilgrim Bank (A) Qualtrics survey Install SPSS
#8 – Mar 29	Marketing Analytics II Choice modeling and choice-based conjoint	Discussion: <ul style="list-style-type: none"> Pilgrim Bank (A, Continued) Post-Class: <ul style="list-style-type: none"> Choice-based conjoint TBD Optional: Text – Chapters 18	Submit: Pilgrim Bank (A) group write-up
#9 – Apr 5	Marketing Analytics III Factor analysis and perceptual mapping	Discussion: <ul style="list-style-type: none"> Pilgrim Bank (B) Post-Class: <ul style="list-style-type: none"> Factor analysis Optional: <ul style="list-style-type: none"> Text – Chapters 19, 21 	Respond to Pilgrim Bank (B) Qualtrics survey
#10 – Apr 12	Marketing Analytics IV Cluster analysis	Discussion: <ul style="list-style-type: none"> Star Digital Post-Class: <ul style="list-style-type: none"> Cluster analysis Optional: Text – Chapter 20	Guest Lecture: Ranjit Kumble Senior Director, Management Science Group, <i>Pfizer</i> Respond to Star Digital Qualtrics survey
#11 – Apr 19	New Topics in Analytics Text analytics	Discussion: <ul style="list-style-type: none"> Ford Ka Post-Class: <ul style="list-style-type: none"> TBD Optional: Text – Chapter 23	Submit: Ford Ka group write-up
#12 – Apr 26	Project Presentations		Submit: Final Project Report