

Marketing 360: Information and Analysis: Spring 2021

*Professor Kathleen Li*

*Instructor:* ProfessorKathleen Li,

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*Meeting times:* Mon Wed 9:30 a.m. – 11:00 a.m

TA: TBD

 Mon Wed 11:00 a.m. – 12:30 p.m.

TA: TBD

*Office Hours:* Mon Wed 12:30 p.m. – 1:00 pm Professor

 TA office hours TBD

**Objectives**

This is a required course for marketing students in the undergraduate business program. The course is designed for students who want to pursue a career in marketing, but can also be taken by other students interested in marketing research. The theory is discussed in lectures and applied in computer lab sessions, which are an integral part of the course.

The aim of the course is to teach students the methods, principles, and theories of modern marketing research and to apply these to practical business settings. Students will learn the concepts and terminology used by marketers, marketing researchers and master methodological tools to obtain a competitive advantage in the business world.
Prerequisites: Admission to a Business major or credits for MKT 337 and STA 309.

The specific objectives of the course are:

1. To understand that marketing problems require information and how this information is obtained and delivered

2. To learn how to set up a research design

3. To know and understand the different methods of data collection and data analysis

4. To train the student to apply methods of data collection and analysis to solve real life marketing problems

5. To improve the students’ business writing and presentation skills

6. To gain more experience working in teams.

**Quantitative Reasoning**

This course carries the Quantitative Reasoning flag. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.

## Course Assessment

1. Attendance and Participation 10%
2. Assignments 25%
3. Quizzes 20%
4. Midterm Exam 20%
5. Group Project 25%
6. Attendance and Participation You are expected to prepare for, attend, and participate in class. Attendance is recorded. You will get two free passes for absences. If you are sick, please email your TA for an excused absence and include a doctor note if you have one. This will constitute 5% of the course grade. The other 5% of the grade will come from active participation in class through activities, and asking and answering questions.
7. Assignments The only way to really learn the material covered in the class is though ‘do-it yourself” approach. I will provide you with appropriate datasets and you would be required to apply the tools learned in the class to analyze and understand a real business scenario. You may turn in homework late. Each day that the homework is late will result in a 10% penalty. You are allowed to discuss concepts with classmates but these are meant to be individual assignments. Therefore, please do not share your answers/write ups. You must write and submit answers individually. Upload assignments on Canvas and save file as LASTNAME FIRSTNAME ASSIGNMENT#. I highly encourage you to try to do as much of the assignment yourself and come to office hours with *specific, prepared* questions. Of course, we will not be able to tell you the answer even during office hours.
8. Quizzes Five in class quizzes will serve as concept checks and must be completed individually without group discussion. There will be *no make up quizzes after the scheduled time unless you have a doctor note.* However, the lowest quiz grade will be dropped. Please make every attempt to take the quiz during the designated class time. If you cannot take the quiz during designated class time, please email me and TA ahead of time so we can give you permission to take the quiz before the rest of the class takes it.
9. Midterm There will be one in class midterm on the Wednesday before Spring Break which covers first half of the course. *Please do not miss the exam. Makeup exams are only allowed for extreme emergencies.* Recruiting related conflicts do not constitute emergencies. You should schedule interviews so they do not conflict with the exam. Besides, all companies are required to accommodate interview times if their interview window conflicts with an exam.
10. Group Project This project asks you to apply the tools learned in this class to a real business situation. Your team is required to identify new product opportunity for a business, collect data and information related to the problem, perform data analysis and come up with recommendations. Your team will submit a report for the project (with maximum of 15 pages including all appendices) and make a 15 minute presentation in the class about your problem and findings. Please discuss with me/TA well-advance about your proposed project. Peer evaluations will be an important part determining the individual grade to avoid ‘free rides’. Due: May 14 11:59 p.m. CST.

**Evaluation of Student Work**

The final letter grades in the course will be based on a curve that will be *approximately* as below. A grade of X (incomplete) is very uncommon and will be given only for very unusual circumstances determined to be appropriate by the professor. You must notify the professor as soon as a problem occurs and may be required to provide sufficient evidence.

95-100 A 73-77 C+

90-94 A- 70-72 C-

88-89 B+ 68-69 D+

83-87 B 63-67 D

80-82 B- Below 60 = F.

78-79 C+

**Course Outline\***

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| **Session** | **Date** | **Topic** | **Assignments and Quizzes** |
| 1 | 17-Jan | Intro: What is Marketing Research  |   |
| 2 | 22-Jan | Data Analysis |  |
| 3 | 24-Jan | Data Analysis  |  |
| 4 | 29-Jan | Surveys and Primary Data Collection  |  |
| 5 | 31-Jan | Experiments  | **Assignment 1** “Data Analysis” due **Fri Feb 2nd** 5 PM |
| 6 | 5-Feb | Hypothesis Testing |  |
| 7 | **7-Feb** | Hypothesis Testing  | Quiz 1 |
| 8 | 12-Feb | Team Charter Development Group Project Meeting  |  |
| 9 | 14-Feb | Regression  | **Assignment 2** “Hypothesis Testing” due **Fri Feb 16th** 5 pm |
| 10 | 19-Feb | Regression  |  |
| 11 | **21-Feb** | Conjoint | Quiz 2 |
| 12 | 26-Feb | Conjoint |  |
| 13 | 28-Feb | Go No Go / Meeting with Groups  | **Assignment 3** “Linear Regression” due **Fri Mar 1st** 5 pm |
| 14 | 4-Mar | Midterm Review  |  |
| 15 | **6-Mar** | Midterm  |  |
| 16 | 18-Mar | Logistic Regression |  |
| 17 | 20-Mar | Multinomial Regression | **Assignment 4** “Conjoint” due **Fri Mar 22nd** 5 pm |
| 18 | 25-Mar | Advertising Models |  |
| 19 | **27-Mar** | Segmentation | Quiz 3 |
| 20 | 1-Apr | Factor Analysis  |  |
| 21 | 3-Apr | Factor Analysis /Perceptual Maps  | **Assignment 5** “Advertising and Segmentation” due **Fri Apr 5th** 5 pm |
| 22 | 8-Apr | Market Size |  |
| 23 | 10-Apr | Customer Lifetime Value |  |
| 24 | **15-Apr** | Customer Lifetime Value | Quiz 4 |
| 25 | 17-Apr | Group Project Preparation |  |
| 26 | 22-Apr | Group Project Presentations |  |
| 27 | 24-Apr | Group Project Presentations |  |
| 28 | 29-April | Course Wrap Up |  |
|  | 6-May | Final Project Write-up Due 5 pm |  |
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\*subject to change

**General Notes**

1. Each student is responsible for taking class notes and completing assigned work on time. It is strongly suggested that you plan to attend every class during the semester. No special consideration will be given for work/lectures missed due to unexcused absences.
2. You are STRONGLY encouraged to see the professor and TA at the first sign of any problem or lack of understanding.
3. Course announcements, syllabus, assignments, handouts, supplemental readings, slides, and grades are made available through Canvas. All students are required to regularly check the class Blackboard space for announcements.
4. All grades will be posted on Canvas. *Once a grade is posted, students have up to ONE week to identify potential grading errors with the professor.* After one week has passed, the original grade will become permanent.
5. Students who need help getting access to technology in order to do online instruction should fill out the [Student Emergency Services form](https://deanofstudents.utexas.edu/secure/emergency/fundrequestform.php). For general inquiries, please contact [Student Emergency Services](https://deanofstudents.utexas.edu/emergency/).
6. Please refer to ***University and McCombs Resources for Students*** document on Canvas for valuable information regarding how to get help in the event of an emergency, physical health issues, mental health issues, issues involving other people, food and emergency financial support, academic issues, technology issues, preparing for a career and finding opportunities for social interaction.

**Important Notifications**

**Students with Disabilities**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

**Classroom Environment**

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

**Religious Holy Days**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty**

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at <http://my.mccombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at [http://deanofstudents.utexas.edu/conduct/](http://deanofstudents.utexas.edu/conduct/%20) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.