# Course Outline

**RSM 352 H1 F**
Marketing Research
Fall 2015
Course Meets: LO101 / Thursdays / 12-2pm / WO25


| | |
|---|---|
| Instructor: | Anne Iarocci, *Off Campus* |
| E-Mail: | *anne.iarocci@utoronto.ca* |
| Webpage: | Blackboard at http://portal.utoronto.ca |
| Phone: | 416-899-7232 |
| Office Hours: | by appointment |
| TA: | Jessica Broe-Vayda (jessica.broe.vayda@mail.utoronto.ca) |


**Course Scope and Mission**
This course advocates marketing decision making based on customer insights. The main objective is to transform students into bi-model thinkers – people who understand both data and the business problem. The course covers the initiation, design, implementation, and interpretation of research as an aid to marketing decision making.

The main course objectives include:
1. Develop business problem analysis skills and ability to identify critical information needs.
2. Provide a working knowledge of common quantitative and qualitative marketing research methods.
3. Increase sensitivity to the biases and limitations of marketing research tools.
4. Translate marketing research to insights and define actionable recommendations based on the research results.
5. Familiarize with traditional and new research methods commonly used for advertising, branding, product development, pricing and promotion decisions.

**Course Prerequisites**

ECO220Y1/ECO227Y1/(STA220H1, STA255H1)/(STA257H1, STA261H1)

**Course Co-requisites**

RSM251H1

*If you drop course* RSM251H1 *during the academic term, you must also drop this course. Contact Rotman Commerce Academic Program Services for academic advising if needed.*

**Required Readings**

- There is a REQUIRED textbook for this course.
- In addition, there are supplemental readings/cases in the **Course Package**, available at the University of Toronto bookstore.
- You are expected to do each week's assigned readings before that week's lecture.

Required Textbook

McDaniel, Carl, Roger Gates and Subramanian Sivaramakrishnan. "*Marketing Research Essentials, 2nd Canadian ed.*" John Wiley and Sons, 2014

Any of the following versions are acceptable:
- E-Text (ISBN : 978-1-118-82336-1)
- Loose-leaf - Binder-Ready Version (ISBN : 978-1-118-82300-2)
- Paperback (ISBN : 978-1-118-04317-2)

Course Package

Course Package includes the following contents:

Readings:
1. "TruEarth Healthy Foods: Market Research for a New Product Introduction," by V. Kasturi Rangan and Sunru Yong (2009), #4065, Harvard Business School.
2. "NASCAR: Leading a Marketing Transformation in a Time of Crisis," by Eric T. Anderson (2015), #KEL891, Kellogg School of Management.
3. "Note on Neuromarketing," by Uma R. Karmarkar (2011), #9-512-031, Harvard Business School.
4. "Generating Perceptual Maps from Social Media Data," by Oded Netzer (2014), #CU136, Columbia Business School.

**Evaluation and Grades**

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has a command of the course materials.

| Work | | Due Date |
|---|---|---|
| Class Participation/Attendance | 17% | Ongoing |
| Research Requirement | 3% | Ongoing |
| Mid-Term Exam | 30% | October 22 |
| Individual Case Assignment | 15% | November 19 |
| Group Project | 35% | October 8 / December 3 |

## COURSE FORMAT AND EXPECTATIONS

The course is composed of a great deal of active discussion on your part during lectures. The purpose of the lectures is to present and discuss theories, concepts, analytical techniques and empirical findings.

We will discuss many examples and cases with the goal of applying the concepts in real-world contexts.

You are expected to do each week's assigned readings before coming to class.

Class Participation (17 Points)

These class participation points are given to encourage your active participation in class discussions. The final participation grade will be an average of scores for attendance and contribution during the entire semester. Each student should display a name card in the first three classes.

*Attendance:* Being present in class is a minimum requirement. Being absent from the lectures, arriving later to the lectures, or leaving early will lower the attendance grades, unless the students have legitimate reasons and notify the instructor in advance.

*Contribution:* Are you a good listener? Do your comments help advance everyone's learning? Are you willing to interact with others in the classroom? Do your comments show evidence of assimilating and integrating what has been discussed in the course so far?

Research Participation (3 Points)

Marketing and Organizational Behaviour researchers develop hypotheses and run experimental studies to test these hypotheses against actual behaviour. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour that you encounter in your courses by giving you more direct exposure to research in marketing and organizational behaviour. By successfully completing this research requirement, you can earn 3% toward your grade in this course. In order that you might better understand the research process, you may fulfill this requirement by:

- participation in three research studies OR
- analysis of three articles that report research studies.

**Participation in three research studies.** To participate in a research study, sign-up for an account online at http://rotman-credit.sona-systems.com. When you request an account, make sure you fill out all of the information accurately, including selecting the correct course and section, to ensure that you receive credit. Once you have an account, you may read over the descriptions of research studies that are posted online. When you identify a study in which you would like to participate, you may view available timeslots for that study and sign-up online to participate. Participation in the actual research study will take between 30 and 60 minutes. You will be debriefed at the end of the study, and you will be asked to answer a question about some aspect of the study. Once you correctly answer the question you will be given credit for completing one study. You must complete three studies to fulfill your research participation requirement. You should try to participate in the research studies earlier in the term; there is often a rush on research studies during the last weeks of class, and we cannot guarantee places to those who attempt to sign-up during the last week. Please see "The Rotman School of Management Participant Pool: A Guide for Students" for more detail. If you have any questions, please feel free to contact Dr. Robert Latimer (Rotman 547) at 416-946-5072 or robert.latimer@rotman.utoronto.ca.

**OR**

**Analysis of three articles.** To analyze an article, go to the Robarts library and find a copy of one of the approved journals. You may use the Journal of Consumer Research, the Journal of Marketing, or Marketing Science. Look through the articles from the previous three years until you find one that interests you. Read the article. Write a summary of: 1) the objectives and hypotheses of the article; 2) the importance of the issues to the marketing or organizational behaviour community; 3) the research reported in the article, including the design of the study, the sample, and the materials (stimuli) used in the study, 4) the key results, 5) strengths and weaknesses of the study, and 6) the usefulness of the results to marketers or organizational behaviour practitioners. The analysis will be graded on a pass/fail basis. You will need to review three articles to complete your research requirement. Please contact Dr. Robert Latimer (Rotman 547) at 416-946-5072 or robert.latimer@rotman.utoronto.ca if you would like to analyze research articles to fulfill your research requirement. The analysis will be graded on a pass/fail basis.

**You must do three studies (either three participations, three analyses of articles, or a combination of both). Each study or analysis of article will earn you 1% toward your grade. Altogether you can earn 3% toward your grade by doing three research studies.**

Mid-Term Exam (30 Points)

These will be a closed book mid-term exam that covers material from the lectures and assigned readings in the textbook up until the exam. The midterm will be held in class on October 22. See *Policy & Procedure* section for information on Missed Exams.

Individual Case Assignment (15 Points):

**Case: TruEarth Healthy Foods**

Your case report should discuss the following issues:

- What marketing decisions were facing the managers?
- Based on information presented in the case, what alternatives do management have?
- What would you recommend? Why?

I suggest that you consider/analyze the following within your case analysis:

1. Why was Cucina Fresca Pasta successful? How would you compare the pizza opportunity to the previous pasta opportunity? Is the first-mover advantage in Pizza similar to Pasta?
2. How do consumers view Pizza?
3. What is your forecast of demand for Pizza (show your calculations)?
4. What is consumers' interest in the Pizza concept?

You may write the report in essay format with proper subtitles.
Format: Font size 11 points, 1.5 line space, 1 inch margin at each side.
Page limit: Maximum 5 pages in total, excluding tables and graphs in appendix.

Please note that clear, concise, and correct writing will be considered in the evaluation of the Individual Case Assignment. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (www.asc.utoronto.ca) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

Group Project (35 Points)

Students will work in groups to complete a survey project during the semester. For this project, you will design and conduct a survey for a real-world marketing problem identified by your group. You will define a problem, collect secondary information, design a field research plan, design a sampling plan and questionnaire, collect and analyze data, and write a report. Groups will also present their projects at the last class. See **Appendix 1** for detailed step-by-step instructions.

Your grade for this project will be calculated as follows:

| Project Item | Marks | Due Date |
|---|---|---|
| Problem Definition, Sampling Plan and Questionnaire | 20 | October 8 |
| Final Report (including data analysis) | 50 | December 3 |
| In-class Presentation (in-class) | 20 | December 3 |
| Peer Evaluation | 10 | December 2 (11:59pm) |

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, project-based teamwork is often new to students; to work well in teams, it helps to follow a set of core expectations to best succeed at your team projects.

1. Read the document entitled, "Working in Teams: Guidelines for Rotman Commerce Students" which is available on the RC portal under the Academic Services tab.

2. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving conflicts:
Conflicts are part of the team's process of learning how to work together. When handled well, it can generate creativity and bring-multiple perspectives to the solution.

Student teams are expected to work through their misunderstandings as soon as they arise (and prior to submission of the final project). When teams are unable to arrive at a solution that works for all members, the team must meet with the Rotman Commerce Team Coach** as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

** For an appointment with a Rotman Commerce Team Coach, please contact Elaine Zapotoczny at elaine@nikoletaandassociates.com. Elaine is highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach's role is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

The Group Project in this course requires that you undertake research with human participants. Please note that research of this nature requires treating participants ethically, according to established standards and practices. Please consult with your instructor before commencing your research to ensure that your research activities comply with the applicable policy and procedure.

**Weekly Schedule**

| Session | Date | Topic | Readings |
|---|---|---|---|
| 1 | Sep 17 | • Introduction to Marketing Research<br>• Secondary Data | Read: Chapter 3 |
| 2 | Sep 24 | • Survey Design<br>• Sampling | Read: Chapter 8<br>Chapter 11 |
| 3 | Oct 1 | • Questionnaire Development | Read: Chapter 6<br>Chapter 7 |
| 4 | Oct 8 | • Data Analysis<br>• Common Quantitative Research Techniques (Concept Testing, U&A, Advertising Testing) | Read: Chapter 13 (pgs 388–419)<br>Due: Group Project Phase 1 (Problem, Definition, Questionnaire & Sampling Plan) |
| 5 | Oct 15 | • Communicating Results<br>• Actioning Research & Bringing the Consumer to Life | Read: Chapter 2 (pgs 47-52)<br>Chapter 15 |
| 6 | Oct 22 | Mid-Term Exam | |
| 7 | Oct 29 | • Some More Research Techniques (Equity Research, Segmentation)<br>• Case Discussion: NASCAR | Read Case: "*NASCAR: Leading a Marketing Transformation in a Time of Crisis*" |
| 8 | Nov 5 | • Qualitative & Observational Research | Read: Chapter 4<br>Chapter 5 |
| 9 | Nov 12 | • Guest Speaker | |
| 10 | Nov 19 | • Database Research | Read: "*Generating Perceptual Maps from Social Media Data*"<br>Due: Individual Case Assignment |
| 11 | Nov 26 | • Online Research<br>• The Future of Marketing Research | Read: "*Note on Neuromarketing*" |
| 12 | Dec 3 | Group Project Presentations | Due: Group Project Reports |

**POLICY AND PROCEDURE**

**Missed Tests and Assignments (including midterm examinations)**
Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied.

In such cases, students must notify Rotman Commerce on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. Verification of Student Illness or Injury form) to the Rotman Commerce Program Office within **48 hours** of the originally scheduled test or due date. Students who do not provide Rotman Commerce or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed test or course deliverable.

**Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a report of illness made by the student and documented by the physician.**

If documentation is satisfactory, you will be permitted to write a Mid-Term Make-Up exam.

**Late Assignments**
*All assignments are due at the beginning of class on the date specified in the course outline.* Late submissions will be penalized by 10% if the assignment is not received on the specified date, at the specified time. A further penalty of 10% will be applied to each subsequent day, up until 3 days, at which time, the student will receive a grade of 0.

**Accessibility Needs**
The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: disability.services@utoronto.ca or http://www.accessibility.utoronto.ca/.

**Academic Integrity**
Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectively, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

*The University of Toronto's Code of Behaviour on Academic Matters* http://www.governingcouncil.utoronto.ca/policies/behaveac.htm outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:
- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.

- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters.* If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

**Email**

At times, the course instructor may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up AND properly entered on the ROSI system. For more information please visit http://help.ic.utoronto.ca/category/3/utmail.html

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

**Blackboard and the Course Page**

The online course page for this course is accessed through Blackboard. To access the course page, go to the UofT Portal login at https://portal.utoronto.ca/ and log in using your UTORid and password. Once you have logged in, look for the My Courses module where you'll find the link to all your course websites. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours. If the course does not appear, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or explore the Portal Information and Help at www.portalinfo.utoronto.ca/students and review the Frequently Asked Questions.

**Recording Lectures**

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Blackboard materials, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

**APPENDIX 1**

## Group Project Step-by-Step Instructions

**Preliminary: Groups**

You must work in groups of 4~6 students for this project. You need to inform the Instructor about your group/members via email by 5pm on September 30.

There will be a short peer-review sheet to ensure that all students do their fair share of the work. 10% of your grade for the group project will be based on this peer evaluation. You need to provide a peer evaluation for every member of your group (excluding yourself), rate your peer's contributions, using a scale of 0 (lowest) to 5 (highest). Suppose your group has five people (including yourself), and that you receive 4, 4, 5, and 5. Your average peer evaluation score will be (4+4+5+5)/4 = 4.5. Your final score for the term project will be (4.5/5)*10 points + (term project score/100)*90 points. A hard copy of the peer review must be submitted by 11:59pm on December 2. A student who does not submit a peer review will receive a 0 for the peer evaluation portion of the project.

**Step 1 Choose a Topic / Problem Definition**

After groups are formed, each student should develop some ideas for the project. In your first formal group meeting, bring up all the ideas and vote for one. You may also use this meeting to brainstorm for new ideas and / or expand existing ideas. If necessary, take another round of "idea searching".

You may expect to conduct the survey online, so the research question should be applicable to an online sample.

**Step 2 Conduct Secondary Research on Product and Market**

You should always start a research project by searching for secondary data about <u>current knowledge</u> on the product and market. Following is a list of items you may look for – not all of them may apply to your project.

(1) Product/service
- What are the "Core Benefits" (to be) provided by your product/service?
- What product/service features support the core benefits?

(2) Customers
- Who are your target customers? Can you profile your target customer by demographics (age, gender, income, etc) and/or psychographics (activities, beliefs, lifestyles, etc)?
- How big is the target market?
- What motivates the target customers to purchase your product/service?
- Describe purchase decision process for your target customers.
- If your group studies an existing product/service, how does the company communicate to consumers in each stage of consumer's purchase decision process?

(3) Competitive positioning
- Describe competitive positioning in the market. You may want to draw a positioning map.
- How would your target customers meet their needs if your product/service did not exist in the market? Is the core benefit (to be) offered by your product/service currently provided by any existing suppliers?

(4) Channel – how products are sold through to end users.

(5) Market analysis

- Market size, trends in the market, growth rates, new innovations, competitors and their shares, channel members and their relationship.
- Company analysis: cost structure, sales goal, etc.

If necessary, you can revise your problem definition based on your secondary research.

**Step 3: Develop Research Design**

In this step, you will design a questionnaire, develop a sampling plan, work out a data collection method, and anticipate a data analysis plan. In a nutshell, you need a detailed action plan for the rest of project.

Ensure you consider research ethics.

**Step 4: Conduct Field Work and Collect Data**

Data collection typically takes longer than you hoped. So make sure to budget enough time for this stage.

**Step 5: Analyze Data**

**Step 6: Write Project Report**

You need to submit a hardcopy of report in class on December 3 and email an electronic copy to the Instructor: anne.iarocci@utoronto.ca

Page limit: Main text will be no more than 10-pages long. Tables, figures, and questionnaire included in Appendix (not counted in page limit).

Suggested Report Format

1. Title Page
    a. Name of the organization for whom you are doing the research, the names of the people in your group, the date
2. Executive Summary
    a. Business Problem, Research objectives, methodology and limitations, sampling plan, when research was conducted, summary of results, most important recommendations.
3. Table of Contents – 1 page
4. Background
    a. Explain why this research is being conducted. Include: the Client's Business problem, the Research Objectives
5. The Research Methodology
    a. Explain how your group collected sample for this project, mention what kind of sampling it was (use proper research terminology), and what measures if any you implemented to ensure quality control.
    b. Describe Method – Self Vs. Interviewer Administered? Pen & Paper vs. Online? etc.
    c. Any LIMITATIONS of your findings
    d. When and where the research was conducted
6. The Findings section – make sure all necessary elements are included for each question (sample size, graphs, etc.). You will need to decide what should go in the body vs. the appendix
    a. Present the data for all the questions that form part of your story (if for any reason you are not including findings from a particular question, include it in your Appendix and notify the reader where to find it)

    b. Include the graph/chart results for the appropriate questions
    c. Add meaningful commentary where appropriate
7. Conclusions
    a. What do the numerical results mean? Look at the Research Objectives. What have you learned about the answers to these questions, based on your findings? How do your conclusions tie to the Business Problem?
8. Recommendations
    a. What would you recommend your client do next as a result of your findings? In the 'real world' you would recommend things like: What else (if anything) would you research? Would you make any changes to current actions? Any projections/direction for future business? Any implications for communications/advertising?
9. Appendix
    a. Ensure you include a blank copy of your questionnaire
    b. Provide details of your data analysis (eg. Tables, any stats analysis)

**Step 7: Oral Presentation**

You need to submit a hardcopy of the presentation slides in class on December 3, and email an electronic copy to the Instructor: anne.iarocci@utoronto.ca

Length of Presentation: To Be Determined

Your presentation will be graded with the following criteria.

1) Articulate the key marketing decision problems and background of the project. – Be brief.

2) Articulate the key research problems/issue – Be brief.

3) Explain research methods. – Be brief.

- Explain field collection method. For example, did you conduct a personal interview, telephone interview, mail (email) the questionnaire, or a combination of these?
- Discuss sampling procedure and sample size.

4) Present your results. – Need details.
- Show the tables/figures and explain the results.
- Relate the results to research problem.

5) Conclusions: What are the major implications to marketing decision problems?

6) Make recommendations to clients based on your research. – Need details.

7) Quality of presentation: Persuasiveness and professionalism.

8) Quality of presentation: Group participation and time management.