Course Description:
The goal of this course is to provide a fundamental understanding of marketing analytics and research tools to aid in both strategic and tactical decision making. This course will focus on how both qualitative and quantitative analysis can help guide marketing decisions including: market segmentation, targeting and positioning, estimating market potential and introducing new products. The main course objectives are:

1. To provide students with the skills to translate marketing challenges and opportunities into appropriate analytical issues.
2. To help students develop skills in data analysis to guide decision making, as well as to develop an appreciation for the contributions of limitations of such analyses.
3. To provide students with “hands on” experience with the research process – from problem definition through research design to data analysis to implications.

To achieve these objectives, we will use a combination of lectures, guest lectures, case discussions, and hands on data analysis sessions. Additionally, there is a course project that provides students with the opportunity to integrate the different tools into a final research report, with associated implications.

Course Materials:
- HBS Case Pack (link will be posted during first week of the course)
- SPSS software (available on campus computer lab)

Class Information:
Class information can be found on Moodle. If you are not familiar with Moodle, please take the on line tutorial.
Assignments & Grading

There will be four evaluation components associated with this course.

1. **Cumulative Research Project (60%)**
   Throughout the course, we will conduct research to support the development and launch of a new consumer household product. This research will be conducted by teams of 2-4 people.
   There are several deliverables associated with this project:
   
   * **Secondary data analysis (5%)** – The objective of this project is gain a preliminary scan of the industry/environment to determine initial market size and competitive set.
   
   * **Qualitative Research Report (15%)** – Your team will be required to conduct qualitative research (i.e. focus groups) to develop initial hypotheses about the appeal of the potential new product, desired product attributes, and positioning insights. The qualitative paper will summarize findings from your focus groups (and any other qualitative research, e.g. 1:1s, you conduct). Your report should strive to highlight and integrate the general themes and new hypotheses uncovered from the research.
   
   * **Questionnaire Design (10%)** – Your team will develop and field a concept test (via online survey) to estimate the initial size of the new product opportunity, refine the consumer target, and assess some elements of the 4P’s. This component of your grade relates to your ability to design a survey to best address the learning objectives.
   
   * **Quantitative Research Report (30%)** – The quantitative report will summarize the findings from your analysis of the survey data. Depending on your survey design, you may elect to focus on a general analysis, or instead to provide a deeper dive into a subset of the data (e.g. targeting, pricing, etc). Your team will present findings and recommendations on the final day of class.

   Importantly, while there will be an overall group grade on each assignment, your individual grade at the end of the course will be adjusted based on your team members’ assessment of your contribution.

2. **Case Write Ups (20%)**
   Throughout the course, we will make use of case studies to demonstrate concepts and applications. There will be 4 cases assigned and you will be expected to turn in a 1 page write up prior to the start of class. I will provide you with a question(s) to focus your analysis.

3. **SPSS Data Analysis (10%)**
   Mid way through the semester, you will be required to complete a data analysis exercise using the SPSS software. This is to help consolidate your learning of the SPSS statistical software for basic data analyses and decision making.

4. **Class Participation (10%)**
   Your attendance and active participation in class discussions is critical. Class participation means coming to class prepared to discuss the topic being addressed, your ability to raise and answer questions, to bring up and articulate ideas or insights, and to build upon the ideas of others.
**Course Outline:**
The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Topic</th>
<th>Chapters</th>
<th>Event</th>
<th>Due</th>
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</thead>
</table>
| Aug 21     | Course Overview  
Overview of the Research Process  
Introduction to Course Project | 1,2 |       |     |
| Aug 28     | Problem Driven Research Design  
Secondary Data Analysis | 3,4 | The Coop Case write up |     |
| Sept 4     | Qualitative Research  
- **Focus groups** | 5 | Boston Fights Drugs Case write up |     |
| Sept 11    | Qualitative Research | | Conduct Focus Groups | Secondary Data Analysis |
| Sept 18    | Descriptive Research (part 1)  
- **Survey Design, Measurement & Scaling, Sampling** | 6,8,9 | Harvard Student Housing case write up |     |
| Sept 25    | Descriptive Research (part 2)  
- **Survey Design, Measurement & Scaling, Sampling** | 10,11 | Qual Report |     |
| Oct 2      | Causal Research  
- **Concept Testing**  
- Test Markets | 7 |       |     |
| Oct 9      | SPSS/Data Analysis  
- **Frequencies, cross-tabs and hypothesis testing** | 14,15 | Questionnaire |     |
| Oct 16     | SPSS/Data Analysis  
- **Analysis of variance**  
- Correlation and regression | 16,17 | Field Survey |     |
| Oct 23     | Guest Speaker  
SPSS/Data Analysis | | SPSS Assignment |     |
| Oct 30     | Positioning  
SPSS/Data Analysis  
- **Factor analysis** | 19 | Saxonville Sausage case write up |     |
| Nov 6      | Segmentation  
SPSS/Data Analysis  
- **Cluster analysis** | 20 |       |     |
| Nov 13     | New Product Design  
SPSS/Data Analysis  
- **Conjoint Analysis** | 21 |       |     |
| Nov 20     | Guest Speaker  
SPSS/Data Analysis | |       |     |
| Dec 4      | Final Reports & Presentations | | Presentations | Final Course Project |
**Academic Integrity:**
All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at http://www.uncc.edu/policystate/ps-105.html. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business Statement on Diversity:**
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.