University of North Carolina at Greensboro
Bryan School of Business and Economics
MBA 642-01(z): Marketing Research: Gathering Original Data
Spring 2011

This syllabus is subject to change as the semester progresses to accommodate instructional and/or student needs.

Instructor: Nir Kshetri, Ph D  
Email: nbkshetr@uncg.edu

Graduate Assistant: TBA

Class Time: THU 6:30- 9:20 PM  
Office hours: WED 2-3 PM

Phone: 334-4530 (O), 209-2697 (Cell)  
Classroom: BRYAN 206

Fax: 334-5580  
Office location: 368 BRYAN

Required Text

Published by South-Western ISBN/ISSN: 0-324-18148-5 (EMR).
Supplementary book

*Marketing Research: Measurement and Method* by Donald S. Tull, Del I. Hawkins, Prentice Halls (MRMM)

Course overview

MBA642 is a course designed to introduce you to the area of marketing research. This course will expose you to various stages of research process and require the development and application of research skills.

The approach of this course requires substantial input from all course participants. It is expected that you will read all assigned materials for each class and will be ready to contribute to class and online discussions on these materials.

Course Objectives

Specifically, this course seeks to:

1. Create an appreciation of the function of marketing research as it is conducted by a firm or its consultants;
2. Make the student an educated consumer of research by immersing them in the research process;
3. Provide an overview of the research process: problem definition, secondary research, exploratory research, research design, sampling, and data collection.
4. Provide an overview of exploratory and basic research techniques;
5. Apply conceptual knowledge in the analysis of case studies, homework and test problems.

Format

The course will be organized around short lectures, case analyses, in-class and online discussions, videos and case/paper presentations. These activities include doing all the assigned readings, finding and doing independent readings, and contributing to in-class and online discussions.

Class and online discussions will draw from assigned readings, supplemented with other material as and when necessary. A tentative outline of class activities is provided in this syllabus. I am open to your ideas on how the course may be made more exciting.
Evaluation Items

Your grade in the course will be based on your performance on the components below. Grading will be done on a 1000-point scale with letter grades assigned as follows:

Scoring System for the Final Grade

The following scoring system will be used for the final grade.

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>930 - 1000</td>
<td>A/A+</td>
<td>810 – 849</td>
<td>B</td>
<td>670 – 709</td>
<td>C</td>
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<tr>
<td>890 – 929</td>
<td>A-</td>
<td>760 – 809</td>
<td>B-</td>
<td>0 – 669</td>
<td>F</td>
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<tr>
<td>850 – 889</td>
<td>B+</td>
<td>710 – 759</td>
<td>C+</td>
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Physical Attendance, Class Participation and Contribution (125 points)

You are expected to attend all the classes. While I understand your work related conflicts with the schedule of this course, I ask that you understand my responsibility to maintain academic integrity. You are expected to come prepared for every class. Class contribution will be awarded during every class session. Class preparation requires reading the chapter from the textbook, articles and cases assigned for each class. In addition, the following factors will be considered:

- Courtesy (cell phones/pagers off; absence of extensive side conversations)
- Attentiveness (focus directed to the presenter, not distracting others)
- Asking questions of groups presenting the cases
- Providing comments and critiquing reading materials and cases.

University Operations during Adverse Weather Conditions

The University will remain open during adverse weather conditions unless the Chancellor makes administrative decision on schedule changes. You can obtain details on those decisions by contacting the Adverse Weather Line at (336) 334-4400 or the following website: http://www.uncg.edu/iss/weather.htm

Online Participation and Contribution (125 points)

Blackboard is an important component of this course. You are expected to login regularly and post to the discussion topics (at least SIX posts are required). The purpose of online discussions is to supplement the materials covered in the class. Your posts enhance not only your own learning but also that of your fellow students. Please feel free to post anything that may contribute to our learning of Marketing Research.

Apart from your opinion and/or experience, the following criteria will be used to evaluate postings on the Blackboard:

a) Have you connected your discussion with the materials from the textbook, articles, cases or those discussed in the class?

b) Have you done additional research and included the source(s) of your information?
c) Have you related your postings with the current marketing or business related events?

d) Are your posts uniformly distributed throughout the session?

e) Are your posts sufficiently long (at least two paragraphs)?

The last day for posting on the blackboard is February 23, 2011. Please copy all of your posts in ONE word document and email me by this date. Make sure that each of your posts has the date you posted on the blackboard.

Quizzes (300 points)

There will be three quizzes (100 points each) given on the Blackboard. More details will be announced in the class and on the Blackboard.

Group Case Analysis and Presentation (150 points)

You are required to analyze and present a case. You may plan on spending 15-20 minutes for presentation, followed by a 5-10 minute question-answer session. You will also submit a written analysis of the case on the day of your presentation (4-6-page double spaced).

While there is no one “correct” approach to organizing a written case analysis and presentation, I expect you to adhere to the guidelines suggested in Roger A. Kerin and R. A. Peterson’s (2004), Strategic Marketing Problems: Cases and Comments (see pp. 60-61).

I expect that each member of the class will prepare adequately to participate in the case discussions. A tentative list of cases for group presentations is provided in the COURSE SCHEDULE. Cases and presentation dates are assigned to you on first-come first-served basis.

Final Group Project: Identifying the drivers of an industry and gathering relevant data (300 Points)*

A Final Term Project (to be completed in groups of 3-4 people) will apply the theories, concepts and tools learned in this class to a “real world” situation. The final project involves the following steps:

1) Select an industry (e.g., retailing, advertising, cellular phone, PC, fast food, etc.) that you are interested in analyzing. The development pattern of the industry you selected must vary across countries (or economies).

2) Select an appropriate dependent variable (DV) (e.g., retail expenditure, ad spending, price of a big mac, availability of retail stores, penetration rate of technology products/consumer durables, etc.) suitable for cross-country analysis of the industry.

3) Formulate at least five hypotheses regarding the cross-country variation in the DV you selected. This step involves identifying the most relevant explanatory or independent variables (IVs).

4) Gather secondary data related to the DVs and IVs taking a country (or an economy) as a unit of analysis. Some possible sources of data include Euromonitor, World Bank, UNDP, etc. Please note that you need data for at least 30 countries.
5) Comment on the quality and limitations of the secondary data you collected. You need to address the following points:

1) Do the data help to answer the questions set out in the problem definition?; 2) Do the data apply to the population of interest?; 3) Do the data apply to the time period of interest?; 4) Can the units and classifications presented apply?; 5) If possible, go to the original source of the data; 6) Is the cost of data acquisition worth it?; 7) Is there a possibility of bias?; 8) Can the accuracy of the data collection be verified?

6) Test your hypotheses using regression models.

In your completed paper, you must cite all the sources of your information (books, journal articles, magazines, interviews, Internet, etc.). Your final paper will be about 3,000 words in length. Class presentation of your final group project will be on February 24, 2011. Your report is due February 25, 2011.

*Each group member is also required to submit the “Peer evaluation form” no later than the last day of the class.

**TENTATIVE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Detail</th>
<th>Other Info.</th>
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| 1 (13-Jan) | o Course Overview  
 o The Role of Marketing Research  
 o The Marketing Research Process  
  • PASW practice  
  • Article 1 and Article 2 | o EMR Chap 1, 3, 4                                           |
| 2 (20-Jan) | o Problem Definition and the Research Proposal  
 o Exploratory Research and Qualitative Analysis  
 o The Human Side of Marketing Research: Organizational and Ethical Issues  
  • PASW practice  
  • Article 3 and Article 4 | o EMR Chap 5-7  
 o Group formation                                           |
| 3 (27-Jan) | o Secondary Data Research  
 o Survey Research  
 o Observation  
  o Case: Frito-Lay  
  o Case: Orange Juice Placement Study Proposal (MRMM, P. 83)  
  o Case: Marketing Research at Sony (MRMM, P. 87)  
  o Case: Marketing Research at CITICORP/CITIBANK (MRMM, P. 88)  
  o Case: Marketing Research Careers at 3M (MRMM, P. 90)  
  o Case: Sage Aadvance (MRMM, P. 92)  
  o Case: Iglo-Ola’s “Circle of Housewives” Product Tests in Belgium (MRMM, P. 276)  
  • PASW practice  
  • Article 5 | o EMR Chap 8-10  
 o Quiz 1 will open at 8:30 PM and will be available for 24 hours.  
 o Final Group Project Proposals Due (1-2 paragraphs) |
| 4 (3-Feb) | o Experimental Research, Test Marketing and Complex Experiments  
 o Measurement | o EMR Chap 11-13                                           |
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<tr>
<th>Date</th>
<th>Topics</th>
<th>Notes</th>
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| 5 (10-Feb)   | o Attitude measurement  
 o Questionnaire Design  
 o Case: Attitudes toward Technology and Lifestyle (p. 363)  
 o Case: The I.G.A. Grocery Store (p. 297)  
   • PASW practice  
 | o EMR Chap 14-15  
 o Quiz 2 will open at 6:30 PM and will be available for 24 hours. |                                                                  |
| 6 (17-Feb)   | o Sampling Designs and Sampling Procedures  
 o Fieldwork  
 o Case: HA-PAH-SHU-TSE (p. 361)  
 o Marketing research related videos  
   • PASW practice  | o EMR Chap 16-18  
 o Quiz 3 will open at 8:30 PM and will be available for 24 hours. |
| 7 (24-Feb)   | o Final Paper Presentations  | o Final paper due |

*These cases are from MRMM.

We will also cover the following six articles. These are available on the blackboard. Please see above for the week each article is assigned.

**Article 1**
Johnson, Grace J.; Ambrose, Paul J. Welcome to the Bazaar. *Marketing Research*, 2009, Vol. 21 Issue 4, pp. 18-24,

**Article 2**

**Article 3**

**Article 4**

**Article 5**

**Article 6**
Academic Integrity Policy:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin. [http://academicintegrity.uncg.edu/complete/](http://academicintegrity.uncg.edu/complete/)

Attendance Policy:

Participation points are given to each class for attendance. To earn these points, you must be in attendance when role is taken and stay for the entire period. Students who miss class are expected to get the notes from missed lectures from their classmates, and to request missed class handouts from the instructor.

Final Examination:

There will be no final proctored examination.

Additional Requirements:

Late Work Penalty

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at [http://academicintegrity.uncg.edu/complete/](http://academicintegrity.uncg.edu/complete/) and [http://studentconduct.uncg.edu/policy/code/](http://studentconduct.uncg.edu/policy/code/). The Bryan School has additional expectations and guidelines for students to follow which can be found at [http://www.uncg.edu/bae/faculty_student_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at [http://provost.uncg.edu/faculty/h_section4.asp](http://provost.uncg.edu/faculty/h_section4.asp) In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at [http://www.uncg.edu/bae/faculty_student_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).
Instructor Information

Nir Kshetri is Associate Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal). His undergraduate degrees are in Civil Engineering and Mathematics/Physics from Tribhuvan University.

Nir is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan; and visiting professor at Bad Mergentheim Business School, Baden-Wuerttemberg, Germany as well as Transatlantik-Institut, Fachhochschule Ludwigshafen am Rhein, Germany. Nir’s previously held positions include faculty member at Management School, Kathmandu University (Nepal), visiting lecturer at Management School, Lancaster University (U.K.) and visiting professor at European Business School in Paris, France. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir is an Advisory Council member of the Pacific Telecommunications Council (2011-2015). He is a faculty senate member and have headed and served on a number of committees in University of North Carolina—Greensboro. He also served as a Board Member of the Communities in Schools of Greater Greensboro (2004-2007) and on International Business Advisory Board, University of Minho, Braga, Portugal (2009). In 2010, Nir served as a jurist on the Intelligent Community Forum.


Nir has presented over 100 research papers at various national and international conferences held in Canada, China, Colombia, Czech Republic, Denmark, Dominican Republic, Greece, India, Italy, Japan, Nepal, New Zealand, Portugal, South Africa, South Korea, Sweden, Switzerland, Thailand, the Philippines, the U.S., Tunisia and Turkey. In December 2010, he was invited to speak at the United Nations’ ITU-T (International Telecommunication Union) Workshop on "Addressing security challenges on a global scale" in Geneva, Switzerland. He has given invited talks at Harvard University, Cornell University, Duke University, Kobe University, University of Maryland (College Park), University of Pretoria and Temple University. In September 2010, Nir was a featured speaker at the Jamestown Business Association meeting. He has also been invited for keynote talks and webinars by businesses. In 2008, the Kauffman Foundation awarded him a grant to study Entrepreneurial Firms in OECD Economies.

Nir received Emerald Literati Network 2010 Award for Excellence for the article, "The evolution of the Chinese online gaming industry," published in the Journal of Technology Management in China. Nir was the winner of the 2008 Bryan School Teaching Excellence Award. He was also a finalist in the 2009 UNCG Alumni Teaching Excellence Award. Nir is also a two time winner of the Pacific Telecommunication Council’s Meheroo Jussawalla Research Paper Prize (2010 and 2008) and a finalist in the Management and Organization Review (MOR) Best Paper Award in the China Goes Global Conference organized by the Harvard University (October, 2008). Nir was also the runner up in the 2004 dissertation competition of the American Marketing Association's Technology and Innovations Special Interest Group and the winner of the 2001 Association of Consumer Research/Sheth Foundation dissertation award. He also won the first place in the Pacific Telecommunication Council’s Essay competition in 2001 and second place in the same competition in 2000. In May, 2006, the Information Resources Management Association (IRMA) presented Nir with the Organization Service Award for the Best Track Chair in the IRMA 2006 International Conference. Nir ranks 13th among the most popular authors of the NetAcademy Universe.

Nir’s works have been featured in Foreign Policy’s Global Newsstand section (a publication of the Carnegie Endowment for International Peace), East-West Center News and in Providence Journal. He was pictured in the front page of Jamestown News on October 6, 2010. He was also pictured in the front page of Global Perspective, a publication of the Fox School’s Temple CIBER and Institute of Global Management Studies (Fall 2004). Nir has been quoted in magazines and newspapers such as Telecommunications, The Business Journal of the Greater Triad Area, Jamestown News, Greensboro News and Record, Jamestown News and High Point Enterprise.