



## QUINLAN SCHOOL of BUSINESS

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### MARK 461-001, Research Methods in Marketing, Spring 2019 Fridays 6:00pm-9:00pm, Schreiber Center 816

#### CATALOG DESCRIPTION

Prerequisites: MARK 460 and ISOM 491.

The attendance of classes on March 1<sup>st</sup> and May 10<sup>th</sup> is mandatory.

This course develops an understanding of survey research and its role in developing marketing strategies and shaping firm's business model.

Outcome: Students formulate research problems and design a research study, including the development of a questionnaire, selection of an appropriate sample and analysis data. A formal presentation and written research report culminates the course.

#### REQUIRED COURSE MATERIALS

##### Readings:

- *Textbook*—Smith, Scott M. and Gerald S. Albaum (2010), An Introduction to Marketing Research, Qualtrics University. Available via Sakai <http://sakai.luc.edu>
- *Articles*—Available via Sakai, the LUC Library e-resources, and Harvard Business Publishing (<http://hbsp.harvard.edu/>).

##### Software:

- *Qualtrics Survey Software*—Available to Quinlan students and accessible via <http://loyolaquinlan.qualtrics.com>
- SAS Studio—Available to Quinlan students and accessible at <https://odamid.oda.sas.com>

## COURSE OVERVIEW

As the complexity of the problems facing marketing managers has increased in recent years, so has their need for information—about the market environment, about the competition, and particularly about the customers. It is now a virtual certainty that every marketing manager (and many managers in other functional areas in general management) will come in close contact with marketing research frequently throughout his or her career in business.

This course is designed primarily for managers who will be using marketing research rather than actually doing the marketing research. For managers to be intelligent users of marketing research, they need to have a good understanding of the various steps in the marketing research process, but do not need quite the depth of understanding of each of the steps that a marketing research supplier does.

## TEACHING METHODOLOGY

Four learning vehicles will be used in the course: (a) readings, (b) lectures, (c) discussion, and (d) assignments that allow for the application of concepts and methods discussed in class to real-world situations.

## COURSE OBJECTIVES & LEARNING OUTCOMES

1. Identify types of informational inputs necessary to formulate a research purpose in marketing research study.
2. Learn how to utilize various research designs and tools for marketing research.
3. Develop specific skills, competencies, and points of view needed by marketing professionals in the field
4. Document and draw conclusions based on research findings, communicate research findings to various audiences

## GRADING POLICIES

Your course grade will be based on the following components:

Exam	25%
Class Research Project (weighted by peer evaluations)	
• Presentation	10%
• Written Report	25%
Assignments	30%
Participation and Professionalism	<u>10%</u>
	100%

## GRADING SCALE:

A $\geq 92$	C+ $\geq 77$ and $< 80$
A- $\geq 90$ and $< 92$	C $\geq 73$ and $< 77$
B+ $\geq 87$ and $< 90$	C- $\geq 70$ and $< 73$
B $\geq 83$ and $< 87$	D+ $\geq 67$ and $< 70$
B- $\geq 80$ and $< 83$	D $\geq 60$ and $< 67$
	F $< 60$

A brief description of each component follows. Specific details will be discussed in class.

**Exam:** The purpose of the exam is to help you to understand and synthesize the course material. The exam will be comprised of a mix of short answer, multiple-choice questions, and statistical problems with content drawn from readings and from class. The questions will focus on the application of concepts and techniques. You will not be expected to memorize detailed information from the text or from cases. The date of the exam is noted on the schedule. I will provide sample questions and study guide prior to the exam.

**Class Project:** The objective of the class project is to provide you with experience applying the concepts and methods of marketing research to get insights about small businesses in Chicago. The project is executed with the Chicago Chamber of Commerce that monitors business landscape in the greater Chicago area. In addition, the project will give you additional experience working as a team. Specific details about the project will be discussed in class. Your project grade will be weighted by your peer evaluations, which should be completed at the end of class.

**Assignments:** These exercises are intended to give you hands-on experience working with the concepts and methods discussed in class and will serve as the basis for class discussion. The assignments will comprise 30% of your final grade. I will discuss submission requirements in class. Remember, completing these assignments will also help your participation grade and will help you develop the skills necessary to do well on exams and on the group project. If the assignments submitted after due date, I will deduct 20% of grade for each day after due date. Late submissions will not be accepted after solution are posted.

**Participation:** To a large extent, learning in this class is related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, each one of you is expected to contribute to class discussions. This includes preparation for class by doing the assigned reading, thoroughly preparing any assigned problems, and presenting your opinions or summaries of material covered in class. The basis for class participation is quality, not quantity. Attendance is a necessary but not sufficient condition for participation. If you do not actively participate, you will receive a very low participation grade even if you attend every class. I will assign a participation grade after each class session using the following scale:

- 1. Detracted from discussion, arrived late, or left classroom early
0. Not present
1. Present, did not contribute

2. Average participation
3. Above average participation
4. Outstanding participation

I will average participation scores at the end of semester and assign grades based on the above scale.

## Quinlan School of Business Policies:

### Attendance

Class attendance is mandatory and essential to the value of the learning experience. Students are expected to attend all class sessions in order to pass the course. Missing more than ***two*** of scheduled classes severely jeopardizes the student's ability to pass the course.

In the event unavoidable emergencies or conflicts prevent you from attending class, you must notify the instructor and program director by e-mail prior to missing the class, and request options for covering missed material. Most of the subjects in a course are sequential. Therefore, it is important to understand the material covered in the missed class before the next class. All students MUST attend classes on March 1<sup>st</sup> and May 10<sup>th</sup>.

### Make-Up Examinations

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken at the date, indicated by instructor. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

Mark 461: Make up exams will generally not be given unless the absence has been excused by the University (see examples above).

## **Academic Integrity**

Quinlan School of Business: All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://luc.edu/media/lucedu/quinlan-graduate/pdfs/Honor-Code-Quinlan-July2012.pdf>

Mark 461: Academic integrity is what we all expect from ourselves and each other. Violations will be reported to the appropriate honor committee. Please remember that it is your job to report suspected infractions also.

## **Mark 461 Professionalism Policies**

Electronic Gadgets: Please turn off all phones, email, and Internet connections, and anything that beeps, buzzes, or jingles prior to class. Also, do not electronically record (video or audio) class lectures or presentations without prior permission.

Punctuality: Please arrive on time. Arriving late (or leaving early) disturbs my concentration and distracts your classmates. In short, tardiness impairs the learning environment. (This is why “late seating” is not permitted in theaters, opera houses, and concert halls—especially for big ticket performances!)

Victuals: Although drinking non-odoriferous beverages are fine, please no eating or nibbling during class. Breaks will be taken and snacks can be consumed at that time.

**Please note**: This class may occasionally deviate from the course outlined above. The instructor reserves the right to make changes as needed to the course syllabus.

**Mark 461: RESEARCH METHODS IN MARKETING**  
**Spring Quarter 2019 Schedule and Assignments**  
(subject to change)

	<b>Class Topic</b>	<b>Assignment Due</b>
Week 1: 22 Feb	<ul style="list-style-type: none"> <li>• Course overview</li> <li>• Action-planning framework</li> <li>• Introduction to marketing research</li> <li>• Creating business intelligence</li> <li>• The marketing research process</li> </ul>	Read: S&A Chapter 1 “Four paths to business model innovation” Form research teams
Week 2: 1 Mrch	<ul style="list-style-type: none"> <li>• <b>GUESTS:</b>  Chicagoland Chamber of Commerce</li> <li>• Research designs</li> <li>• Using Secondary Sources of Information</li> </ul>	Read: S&A Chapters 2 & 3 “Backwards Marketing Research” “Cost-Conscious Marketing Research”
<b><i>March 8<sup>th</sup> Spring break – no classes</i></b>		
Week 3: 15 Mrch	<ul style="list-style-type: none"> <li>• Conducting Interviews</li> <li>• Exploratory Research <ul style="list-style-type: none"> <li>• Qualitative Techniques and Observation</li> </ul> </li> <li>• Intro to SAS Studio</li> </ul>	Read: S&A Chapter 4, 5, & 6 Skim: “When Good Research Goes Bad” “Ethnographic Research: A Key To Strategy” <b>Assignment # 1: Problem Statement</b>

Week 4: 22 Mrch	<ul style="list-style-type: none"> <li>• Experimental Design</li> <li>• Descriptive Research: Surveys</li> <li>• Measurement &amp; Questionnaire Design</li> <li>• Introduction to Qualtrics</li> </ul>	Read: S&A Chapters 8, 9, & 10 Skim: “Boost Your Marketing ROI with Experimental Design” “Are Global Scales as Easy as 1-2-3 or A-B-C?” “The One Number You Need to Grow” View @ Qualtrics Support—Online Training Programs: “Survey Platform Overview” <b>Assignment #2:</b> Descriptive Analysis
Week 5: 29 Mrch	<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Hypothesis Testing</li> <li>• Work on project</li> </ul>	Read: S&A Chapters 7 & 11 <b>Assignment #3:</b> Questionnaire <b>(Due on Wednesday, March 27)</b>
Week 6: 5 Apr	<b>Guest lecturer:</b> Ron Bielski, Ipsos <ul style="list-style-type: none"> <li>• Multivariate Analysis</li> <li>• Fun with SAS Studio</li> <li>• Work on project</li> </ul>	Read: S&A Chapter 12, 13 & 14 <b>Assignment #4:</b> Experiments & Hypotheses Testing in Marketing Research
Week 7: 12 Apr	<ul style="list-style-type: none"> <li>• The Research Report and its Presentation</li> <li>• Regression Analysis</li> <li>• Perceptual Maps</li> <li>• Even more fun with SAS Studio</li> <li>• Work on project</li> </ul>	Read: S&A Chapter 15 Dolan, Robert (2001) “Analyzing Consumer Perceptions” Background Note # 599110 available at <a href="http://hbsp.harvard.edu/">http://hbsp.harvard.edu/</a> <b>Assignment #5:</b> Statistical Analysis Part I
<b>April 19<sup>th</sup> Easter Holiday – no classes</b>		
Week 8: 26 Apr	<ul style="list-style-type: none"> <li>• Exam</li> </ul>	<b>Assignment #6:</b> Statistical Analysis Part II <b>(Due on April 24).</b>

Week 9: 3 May	<ul style="list-style-type: none"><li>• Work on project</li></ul>	Work on project
Week 10: 10 May	<ul style="list-style-type: none"><li>• Final project presentations and reports</li><li>• <b>GUESTS:</b> Chicagoland Chamber of Commerce</li></ul>	