



Indian Institute of Technology Kanpur

Course MBA 633A, Spring 2018

Time and Place: M 14:00-15:15 C2
W 14:00-15:15 C2

Course: MBA 633A, Marketing Research

Instructor Name: Shankar Prawesh

Contact Information: IME 307

Phone: +91-512-259-6182

Email: sprawesh@iitk.ac.in

Teaching Assistant: Md. Tabish Haque, Neha Pawar

Office Hours: M,W 15:15-16:15 (or by an appointment)

Course Description and Objectives

Nature and Scope of Marketing Research

The marketing research process, Research design and implementation

Data Collection

Secondary sources of marketing data, Standardized sources, Information collection using qualitative and observational methods, Questionnaire design for respondents, Attitude measurement, Experimentation, Sampling fundamentals

Data Analysis

Hypothesis testing: Basic concepts and tests of associations, Correlation and Regression analysis. ANOVA and Design of Experiments, Presenting the results

Recent Trends

A/B testing, Social media

Student Learning Outcomes:

- Understanding of the basics of market research
- An ability to perform data analysis in SPSS for marketing decisions

Prerequisite

Basic knowledge of probability and statistics

Course Materials, Text etc.

Course Material: Power point slides if used for lectures will be provided to students. But students should recognize the slides are mnemonics for the instructor, and in no way substitute for lecture notes and text material. Students are strongly advised to take class notes.

Text Book: Malhotra, N. K. & Dash, S. 2016. Marketing Research: *An Applied Orientation*, Pearson 7/e.

Note: Materials from other sources will also be used. Reference to these resources will be provided in due course.

Additional Reading Materials

Ron Kohavi, et al. 2009. Controlled experiments on the web: survey and practical guide.

Teaching method and course emphasis: The course will be mostly based on lectures and presentations. Learning outside the class from other sources is highly encouraged. The course emphasizes the application of learned data analysis techniques in all possible domains.

Software: SPSS (available at <http://www.iitk.ac.in/nt/faq/spss23.htm>)

Course Policies

Attendance Policy I may take attendance from time to time. Class attendance and participation is expected, and has been proven as a prerequisite for doing well. Students are expected to finish the reading materials assigned in each class and contribute to the class discussion. Students may be called on at random to offer their views. If you miss a class, it is your responsibility to cover the material.

Note: If attendance of a student drops significantly, then he/she will be deregistered from the class.

Cell phones, smartphones, iPhones, tablets and other electronic devices are to be turned off during class. The use of phones during class is strictly prohibited.

Food and drink No food inside the classroom. Only a water bottle is permitted (No other beverages).

Course Grade Determination

Exams and grading policy There will be two exams and one course project. Mid-term exam and the final exam constitute 25% and 40% of your grade, respectively. There will be one project worth 25% of your grade and 10% has been reserved for the class participation. Assignments and readings will be provided throughout the course. You are expected to demonstrate the understanding of concepts learned in the class in your course project. Failure to turn in the assignments or project progress reports by the deadline, will result in a grade of 0.

Note: All documents should be submitted online through Turnitin.

Projects groups: You are free to form your project group. Each group should have four members.

Marks Distribution and Grades: Mid-Semester Exam: 25 + Project Report: 25 + Final Exam: 40 + Class participation: 10.

Marks	Grades
85 and above	A
75-85	B

60-75	C
45-60	D
35-45	E
Below 35	F

Resource Guide

Official Class Cancellation

If the Institute officially cancels classes for inclement weather or other reasons, the class activity (homework, test, etc.) scheduled for the canceled date is automatically rescheduled for the next date that class is officially in session.

Honor System: Plagiarism and Academic Integrity

The honor system assumes the responsibilities of students and faculty in upholding academic integrity, while at the same time respecting the rights of individuals to the due process offered by administrative hearings and appeals. Accordingly, “members of this academic course are required to conduct themselves in accordance with the highest standards of academic honesty and integrity.” In addition, all members are required to:

- Agree to be bound by the Honor System and its procedures;
- Report suspicion or knowledge of possible violations of the Honor System;
- Support an environment that reflects a commitment to academic integrity;
- Answer truthfully when called upon to do so regarding Honor System cases, and,
- Maintain confidentiality regarding specific information in Honor System cases.

Most importantly, “All students are presumed upon enrollment to have acquainted themselves with and have an understanding of the Honor System”.

In this class, because coursework may be collaborative at times, particular issues of integrity arise. You should not copy or print another student’s work without permission. Any material (this includes IDEAS and LANGUAGE) from another source must be credited, whether that material is quoted directly, summarized, or paraphrased. **In other words, you should respect the work of others and in no way present it as your own.**

Student with Disabilities

If you have a physical or mental impairment that requires an academic adjustment or accommodation, arrange a meeting with me at your earliest convenience.

Student Conduct in the Classroom

The instructional program is based upon the premise that students enrolled in a class are entitled to receive instruction free from interference by other students. Accordingly, in classrooms and other learning

areas, students are expected to conduct themselves in an orderly and cooperative manner so that the faculty member can proceed with the customary instruction. Faculty members (including graduate teaching assistants) may set reasonable standards for classroom behavior to serve these objectives.

Religious Observances Students desiring to observe religious holiday of special importance must provide advance written notification to the instructor by the end of the second week of classes.

Email Policy e-mail is the most convenient way to contact the instructor.

Important Dates

<http://www.iitk.ac.in/doaa/data/calendar2018.pdf>

Tentative Schedule

Outline of Topics and Course Schedule Because of unforeseen circumstances and responsibilities it is possible the instructor will not be able to meet the scheduled class period. In case this event occurs, barring an emergency, the class will be notified, and the class will be rescheduled. So, be advised that the following class schedule is *tentative* and subject to alteration as dictated by the pace, ability and interest of the students. In class discussions, material difficulty and external forces may also dictate alterations.

Date	Course Content
Class 1	Introduction
Class 2-3	Ch. 1-2
Class 4-7	Ch. 3-5
Class 8-9	Ch. 6-7
Class 10-12	Ch. 9-11
Class 13-14	Ch. 12
(Mid-semester exams)	
Class 15-16	Ch. 13-14, case 3.1
Class 17-18	Ch. 15, case 3.4, 3.5
Class 19-20	Ch. 15-16
Class 21-23	Ch. 17
Class 24-25	A/B Testing, social data
Class 26	Ch. 23
Class 27-28	Guest Lecture/Project presentation