



Stony Brook University
College of Business

State University of New York, Korea

Professor:	Sungjoon Nam	Marketing Research (BUS358)
Semester:	Fall 2020	
Office:	B505	
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Class:	Monday and Wednesday 5:00-6:20PM at A704	
Office hour:	Monday and Wednesday 4:00-5:00PM, by appointment	

This syllabus is subject to change. Revisions will be announced in class and posted on Blackboard.

NATURE AND PURPOSE OF COURSE

The general objective of this course is to provide a fundamental understanding of marketing research methods as employed by well managed firms and proposed by leading researchers in academia. The techniques of research design, data collection, data visualization and data analysis occupy an important role in marketing. This course focuses on information gathering and quantitative analysis in making marketing decisions. The emphasis of the course will therefore be on the interpretation and application of the results for use in making real life marketing decisions. This course would help students to obtain hands-on experience on related computer software (statistical package and data visualization). Students are expected to have taken statistics course and to understand basic mathematics, statistics.

GOAL

Students will demonstrate understanding of and apply core business knowledge

OBJECTIVE

Solve discipline-specific problems demonstrating mastery of foundational business knowledge

COMMUNICATION

I will give handouts in the class and send emails to the class for all announcements.

COURSE MATERIALS

- The course textbook is “Marketing Research Essentials”, Wiley 8th Edition by McDaniel Gates.
- Software (data visualization and statistical data analysis class)
 - Tableau Software Desktop version (<http://www.tableausoftware.com/tft/activation>). This is not installed at computer lab. Please install it in your personal computer in prior to class (it is big about 1G and takes some time to install). Activation code: **TBA**
 - **Installation:** Click on the link above and select Get Started. On the form, enter your university email address for “Business email”; and under "Organization", please input the name of your school.

- Number Analytics (www.numberanalytics.com) is a cloud based statistical software. It works with PC, Mac, Linux, iOS, and Android (mobile devices, uploading files are not supported).
Activation code: **MS2014STKA**

CLASS SESSIONS

Class sessions will be devoted to probing, extending, and applying the concept covered in the text material. Articles, cases, and examples will be used to illustrate how marketing research methods can and have been applied to solve real-world problems.

GRADES

Grades will be computed as follows:

Class participation 10%

Homework: 10%

Group project: 20%

Mid-Term exam: 25%

Final Exam: 35%

Total: 100%

Group project with no more than 4 members

There is **NO** extra-credit (Don't ask me extra points by email). The following criteria will be used for assigning the final grade. Grades are based on the ranking (not the absolute score) of the total scores among students:

A (top 30%); **B** (top 30-70%); **C** (top 70-95%); **D & F** (top 95%-10%).

Homework

Homework is individual based. Please submit as a hard copy before the class starts. Late submission will be discounted by 10% per day. For example, 3-day late submission will be discounted by 30%.

Exams

There will be mid term and final examination. The final exam will be in the final exam period (the exact date will be announced in the future). The specific format of the exams will be announced later in class.

Make-up exams are only offered in case of medical, family or other emergencies (Emergency: a sudden, urgent, usually unexpected occurrence or occasion requiring immediate action). Job interviews, personal travels are not considered as emergencies. Students seeking make-up exams must notify me immediately and no later than 24 hours after the scheduled exam starts and provide valid evidence in a written form demonstrating the emergent nature of the occurrence. The make-up exam will be scheduled within 48 hours after the scheduled exam starts.

Academic Integrity:

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty is required to report any suspected instances of academic dishonesty to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty please refer to the academic judiciary website at

<http://www.stonybrook.edu/uaa/academicjudiciary/>

Academic Dishonesty:

The College of Business regards any act of academic dishonesty as a major violation punishable by severe penalties, including dismissal from the University. University policy requires that instructors and GAs and TAs report all suspected cases of academic dishonesty to the appropriate Academic Judiciary Committee, which is empowered to take strong action against violators. Under no circumstances will the College of

Business permit cheating of any kind. Many activities constitute academic dishonesty. The following list is not inclusive, only suggestive:

- Cheating on exams or assignments using books, electronic devices, notes, or other aids when these are not permitted, or by copying from another student.
- Collusion: two or more students helping one another on an exam or assignment when it is not permitted.
- Ringers: taking an exam for someone else, or permitting someone else to take one's exam. Submitting the same paper in more than one course without permission of the instructors.
- Plagiarizing: copying someone else's writing or paraphrasing it too closely, even if it constitutes only some of your written assignment.
- Submitting the same paper in more than one course without approval of the instructors.
- Falsifying documents or records related to credit, grades, status (e.g., adds and drops, P/NC grading), or other academic matters.
- Altering an exam or paper after it has been graded to request a grade change.
- Stealing, concealing, destroying, or inappropriately modifying classroom or other instructional material, such as posted exams, library materials, laboratory supplies, or computer programs.
- Preventing relevant material from being subjected to academic evaluation.

The order and contents of the schedule could be changed during the course.

TENTATIVE SCHEDULE

<i>Dates (NW)</i>		<u><i>Software</i></u>	<i>Topic</i>	<i>Readings</i>
Week 1	Offline		Introduction	Chapter 1
Week 2	Online		Research Design	Chapter 2,3
Week 3	Offline		Exploratory Research	Chapter 4,5
Week 4	Online		Descriptive and Causal Research & Field Work	Chapter 6,7,13
Week 5	Offline		Measurement and Scaling	Chapter 8,9
Week 6	Online		Questionnaire & Sampling	Chapter 10,11
Week 7	Offline		Mid-term exam	
Week 8	Online	Tableau	Data Visualization	
Week 9	Offline	Number Analytics	Basic Data Analysis/ Hypothesis Testing	Chapter 15,16
Week 10	Online	Number Analytics	Data Preparation, Correlation, and Regression	Chapter 14,17
Week 11	Offline	Number Analytics	Clustering Analysis	Chapter 20
Week 12	Online	Number Analytics	Report and Presentation	Chapter 12, 23
Week 13	Offline		Group project consultation: data analysis	
Week 14	Online		Group project presentation	
Exam week	Offline		Final Exam	