30377 – Market research for cultural settings

COURSE CONTENTS A.Y. 2017-2018

Class 31

Teacher: Prof. Eichentopf and Prof. Joe Nunes

Day	Time	Room
Mondays	8.45-10.15	101
Tuesdays	16.15-18.45	101

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

Course Description and Objectives:

Market researchers are the intelligence of cultural organizations, and they deliver pivotal insights that influence strategic decision-making and operational campaigns in most companies. Marketing research and an empirical, evidence-based approach to marketing management are taking increasingly much prominence in organizational practice. Some cultural organization, like Disney, maintain their own research units. However, many cultural organizations are much smaller in size. They are usually short at knowledge of how to conduct accurate marketing research. This course aims to address this primary need by training its participants hands-on.

Notably, we will use tools that any cultural organization could use to underline that marketing research is not just for big corporations. The level of sophistication changes with the size of the organization you work for; the general principles are the same.

The course aims to be a laboratory that allows for first-hand experiences of marketing research projects: Students will analyze typical problems, select and apply statistical techniques to investigate empirical data, and identify relevant managerial conclusions.

More precisely, three learning goals will guide our way throughout the course. At the end of the course, participants will be able to:

(1)   assess the quality of existing marketing research (in newspapers, consulting studies, and internal analyses),
(2)   contribute actively to marketing research projects of cultural organizations, and
(3)   develop the capacity to initiate and design new marketing research projects autonomously

In comparison with previous years, applied analytics will take more space in our course schedule. You do not need to be an expert in statistics, as we will use software to analyze data. Nonetheless we assume that you are at least familiar with the terminology of basic statistical techniques.

Course content summary

- Identifying and analyzing marketing research problems
- Designing research projects
- Collecting and analyzing qualitative data
- Managing data collection with surveys
- Using internal and external secondary marketing data
- Analyzing marketing data with appropriate (multivariate) statistical techniques
- Explaining and transferring results to managerial practice
- Trends in marketing research (machine learning, natural language processing)

Course Material:

Attending students
- Digital resources that will be distributed throughout the semester.

Non - Attending students
- Digital resources that will be distributed throughout the semester.

Note

This course does not have a textbook. We will provide you with a mix of materials. They do the same thing, but better. If you want to spend money on something for your bookshelf, we recommend the following two inexpensive books. The first book is the textbook from previous iterations of the course. The second book is an applied text that should help you to identify and implement appropriate marketing research designs in the field. It reflects the course's new, stronger focus on applied analytics.

Malhotra, N.K. (2014): Essentials of Marketing Research, Global Edition, Pearson Prentice Hall.
Winston, W.L. (2014): Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley.

Administrative guidelines

How to gain attending status. Please read the materials corresponding with each lecture before the lecture takes place. By Sunday, you will then respond to a short two-question survey. We will ask you to highlight what you found most interesting about the material you studied and what you found least clear. There is a minimum threshold: Your responses should exceed 50 words. No copy/paste, of course. Note: surveys start in week 2 (i.e. after the first two sessions). In order to gain attending status, you need to respond to 50% of the surveys.

Attendance. There is no formal requirement of attendance. You're allowed to drink, so you can take responsible decisions. If our teaching activities are relevant to you, you will want to attend. I just kindly ask you to treat your fellow students with respect and fairness: If you attend, be in time, and be a productive member of class.

Groups. Group work will be a central element also of this course. For some assignments, we will leave you the choice to submit as individuals, while for others you should submit as groups. You may change the composition of your groups.

Late submissions of assignments. The indicated submission times are strict: Any late submission eliminates the points that could have been earned with that assignment. Deadlines will always be 14:00/2:00pm of the day of the deadline.

Software. Analysis of qualitative and quantitative data is a key component of marketing research. To that end, modern marketing research has a huge variety of software tools available to it. For the group project, groups may pick any software they prefer. For class assignments, we will make use of Microsoft Excel. Please make sure the Data Analysis Toolpak (https://goo.gl/DWicfC) is installed on your computer. If you own a Macbook, that only works if you're running Excel 2016 for Mac. As a student at Bocconi, you have access to that software. It is under your responsibility to get it working.

After the session. On Mondays, there is only a short break between the lectures of this course and the follow-up lectures of your teachers. We unfortunately have little to no time to answer questions immediately after the lecture. We kindly ask you to respect your fellow students and to use our office hours instead.

Office hour. Office hours are by appointment only. You can find up-to-date information in the slides of session 1.

Frequently Asked Questions. Many students at some point will hit some source of confusion with respect to some administrative details. You are very invited to drop us an e-mail. On our side, we will likely receive the same question multiple times. Therefore, we will create a GoogleDoc that allows you to first check if your question is among those that have already been asked and that we replied to. Obviously, all questions in this FAQ will be anonymized.

Detailed Description of Assessment Methods

Attending students

During the course, students will submit a number of assignments. The semester has ten weeks of classes, and we will issue an assignment in all weeks but the first and the last. Hence, students can submit up to eight assignments. They need to submit at least four assignments.

Furthermore, one written exam will conclude the course. The exam has to determine 50% of the final grade, while your best four assignment submissions shall account for the remaining 50%. However, your final grade cannot be lower than your exam grade. Hence, if for instance your assignments earned you 25, but your exam grade was 25.5, we would consider your final grade to be 25.5 and, following common principles at Bocconi, we would round up to 26. In the reverse case, an average top-4-assignment grade of 25.5 and an exam grade of 25 would constitute a final grade of 25.3, and we would round down to 25.

Assignments (50%): Assignments are usually group work, but we will allow you to submit some assignments individually. These assignments will cover the steps that usually are elements of a marketing research field project, i.e. problem formulation, research design, data collection, data analysis, and interpretation. They typically build on in-class exercises and require you to reflect and apply. Submissions are not always in essay-format, but will include results of data analysis. The submission format is left to you, but you need to submit all assignments via Blackboard.

Note that for at least two assignments we will make use of anonymous peer-grading. Peer-grading complements the grades that you receive from us. The three teams that score the best peer-grades can earn an extra credit, which will influence their exam. To that end, we will make use of peergrade.io – if you want to score the extra credit, you will need to submit your assignment to peergrade.io (in addition to submitting it via Blackboard) and you need to peer-grade other assignments yourself.

Unless explicitly stated otherwise, all assignments are introduced and administered by Prof. Eichentopf, i.e. you should address him with questions regarding the group project.

Final exam (50%): The exam is an individual written test that can cover materials from the slides, classroom discussions, and other materials provided to the students throughout the course. The exam is closed-book. The exam will make use of different formats of standardized and open questions and will go beyond testing your knowledge of definitions. The focus will be on the application of marketing research in an empirical context.

31 points: Attending students can earn 31 points if their final grade (the average of exam grade and the assignment grade) before rounding, but including extra credits exceeds 29.7.

Non - Attending students

Final exam (100%): The exam is an individual written test that can cover materials from the slides and other materials provided to the students throughout the course via Blackboard. The exam is closed-book. The exam will make use of different formats of standardized and open questions and will go beyond testing your knowledge of definitions. The focus will be on the application of marketing research in an empirical context. The maximum number of points is 30, or 31 if students got 30 points and sufficiently answered the exam's bonus question.

Mock exam.

After the mid-term exam break, we will make some sample questions available to you. We will discuss sample answers in the final session, but these sample answers will not be distributed.

Session	Lesson/ Exercise	Topic	Teacher	Main reference
1	Lesson	Welcome: all the admin stuff in one session	Eichentopf	-
2[1]	Lesson	Research problem & research design	Eichentopf	See Blackboard
3	Lesson	Generating qualitative data	Eichentopf	See Blackboard
4[1]	Lesson	Analyzing qualitative data	Eichentopf	See Blackboard
5	Lesson	Quantitative qualitative analysis (NLP)	Eichentopf	See Blackboard
6[1]	Lesson	Measurement & scaling	Eichentopf	See Blackboard
7	Lesson	Secondary data: what is it and how to get it	Eichentopf	See Blackboard
8[1]	Lesson	Secondary data: data cleaning	Eichentopf	See Blackboard
9[2]	Lesson	Exploring the limits of scientific insight	Eichentopf	See Blackboard
10[2]	Lesson	Analyzing linear relationships (regression)	Eichentopf	See Blackboard
11[1]	Lesson	Predicting linear and binary outcomes	Eichentopf	See Blackboard
12	Lesson	Classifying things and people (clustering)	Eichentopf	See Blackboard
13[1]	Lesson	Analyzing attributes (conjoint)	Eichentopf	See Blackboard
14	Lesson	Survey channels: how to teach people	Eichentopf	See Blackboard
15[1]	Lesson	Survey sampling: how to reach the right people	Nunes	See Blackboard
16	Lesson	Survey design: how to ask better questions	Nunes	See Blackboard
17[1]	Lesson	Experimental design & A/B testing	Nunes	See Blackboard
18	Lesson	Analyzing & interpreting simple experiments	Nunes	See Blackboard
19[1]	Lesson	Adding complexity (experiments with moderation)	Eichentopf	See Blackboard
20	Lesson	Q&A and exam preparation	Eichentopf	See Blackboard

Notes: Sessions marked with [1] will run until 18.45. Sessions marked with [2] remain to be scheduled.

Office hours

Office hours are available at: (http://www.uni-bocconi.it > Info > Current Students > Timetables, Calendars and Rooms > Faculty Office Hours > List of teachers and researchers).

Office hours could vary: please check on the website.

Marketing Department

You can contact the secretary office through the Help&Contact procedure available in the yoU@B.

Via Roentgen, 1
Tel. 02.5836.XXX

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HONOR CODE

Università Bocconi conceives of education as an ongoing process that stretches across a person's entire professional life. The University hopes that the entire Bocconi community will respect the values of fairness and correctness associated with it, values which inspire and guide the conduct of all community members as they pursue common objectives and a shared mission. The Università Bocconi Honor Code is published at http://www.unibocconi.eu/honorcode. We encourage all students to read it.

In compliance with the Bocconi Honor Code, we remind you that in case of improper use of the "Attendance" recording procedure by students - e.g. entering the pin to record attendance while outside the classroom, unexcused exit from the classroom before the end of activities - a disciplinary sanction equal to a six-month suspension from exams/graduation will be given to the student.

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