



College of
**Business +
Economics**

Marketing and Consumer Studies
Research Methods in
Marketing and Consumer Studies
MCS-6050 (FALL 2017)

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Course Description

The University catalogue describes Research in Marketing and Consumer studies as:

A comprehensive review of measurement theory, including issues such as construct definition, scale development, validity and reliability. Applications of measurement principles will be demonstrated, particularly as they relate to experimental and survey research design.

I will use a much broader outline for this course. My objective is to teach and provide you the basic tools to become a successful marketing researcher. With the advent of technological changes in the marketplace, managers face complex decisions. To assist managers with decision making, technology allows us to gather diverse and detailed information about customers, distributors, retailers and about the marketing environment. The challenge facing future researchers and managers is to distill from vast amount of information and convert that into meaningful and action oriented knowledge. Such knowledge development depends upon three critical factors. The first concerns our conceptual and theoretical understanding about the subject. The second concerns our ability to gather data that would create “better” understanding about the subject. The final factor is concerned with the skills needed to apply analytical tools and interpret the results from analysis. This course will focus on the second and important factor in knowledge development.

LEARNING OBJECTIVES

At the end of this course, you should have greater confidence in your abilities to:

- Identify good research ideas; explain clearly – and at a high level -- why specific research ideas are interesting and important;
- Identify the “basic question” that a research article is addressing and critically assess the article’s methodology in addressing the question;
- Identify the critical steps in implementing a research project
- Present a research idea and plan;
- Identify the main research questions in marketing; compare the research methodologies and “markets for ideas”;
- Identify the right research tools to answer the question in hand
- How to frame your ideas for broader audience.

The pace of the course will be brisk. It will be your job to keep up with the pace. You are encouraged discussed all your assignments with your friends. But please do not copy each other in your submitted assignment.

Grading:

1. Class participations:	10%
2. Assignments:	30%
3. Class presentations:	10%
4. Research Proposal:	50%
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Total	100%

Grading details:

1. Students are all expected to contribute to the discussions. This requires that you devote some thoughtful time to the readings and issues prior to the class, so that you have ideas to contribute to the class discussion. Much of what you learn in graduate school is from your fellow students, and one aim of this course is to get you started on a pattern of constant intellectual interaction with each other.
Your participation is critical in this course. Participation implies you will be asking questions, provide opinions and most importantly you will be engaged.
2. You will be assigned homework(s) in selected weeks. In most cases you will be asked to summarize papers. In general in your summary you will highlight the key questions, contributions and shortcomings of the paper. Late submissions will be penalized.
3. In some of the weeks one/two of you will be assigned to present a paper(s). You will prepare 20 minutes presentation on the paper. In your presentation you will focus on the key contributions, weaknesses and implications for future research.
4. Finally, at the end of the term you will have to submit a research proposal. I will provide few sample proposals for your perusal. The proposal should be comprehensive with details on the following key components:
 - a. Introduction
 - b. Literature review
 - c. Research methods

- d. Data
- e. Expected outcomes

The proposal should not be more than 30 pages. The document should be double spaced, 1 inch margin. The proposal should be based on an original idea. So, you should be scouring for ideas from day 1. Please do not postpone the process.

I will also need regular update on your progress. Final proposal submission: December 8, 2017.

The proposal must be your own work. Be extremely careful in providing full and current citations to the material that you draw upon. If you are unsure of what to cite or how to cite ask me. If you draw upon material written by others or if other people provide ideas, drafting, or editing, give proper acknowledgement.

Provisional Schedule

Day 1

Topic: What is marketing and marketing research?

Assignment:

1. Using all the elements of the marketing planning process develop a marketing plan for the M.Sc, program. (Due in Day 2)

Day 2

Topic: Research Priorities

Reading materials:

1. MSI research priorities 2014-2016 available at:
http://www.msi.org/uploads/files/MSI_RP14-16.pdf
2. Hal R. Varian's perspective on finding research topic:
<http://people.ischool.berkeley.edu/~hal/Papers/how.pdf>
3. Shugan, Steven M. "Editorial: Defining interesting research problems." *Marketing Science* 22.1 (2003): 1-15.

Assignment: Define 3 interesting research areas/questions. Provide sketches of these three ideas in 6 pages. Due on day 4. I will provide feedback and based on feedback you will pick one area/question to develop your research proposal.

Day 3

Topic: Marketing as a Scientific Discipline I

Readings:

1. Understanding Science: http://undsci.berkeley.edu/article/0_0_0/us101contents_01
2. Notes from Malcolm Forster: <http://philosophy.wisc.edu/forster/520/Chapter%202.pdf>
3. Bass, Frank M. "The future of research in marketing: Marketing science." *Journal of Marketing Research* (1993).
4. Bazerman, M. H. (2001). Consumer research for consumers. *Journal of Consumer Research*, 27(4), 499-504.
5. Zaltman, G. (1997). Rethinking market research: Putting people back in. *Journal of marketing Research*, 424-437.
6. Gummesson, E. (2005). Qualitative research in marketing: Road-map for a wilderness of complexity and unpredictability. *European journal of marketing*, 39(3/4), 309-327.

Assignment: Write a 3 page essay on your perspective on marketing as a discipline (Due on Day 5).

Presentation: Bazerman (2001) and Gummesson (2005).

Day 4 (September 29, 2015)

Topic: Logic and statistical inferences

Readings:

1. Class notes (posted on courselink)
2. Lindley, D. V. (2000). The philosophy of statistics. *Journal of the Royal Statistical Society: Series D (The Statistician)*, 49(3), 293-337.
3. Polling: http://www.kellogg.northwestern.edu/faculty/weber/decs-430/decs-430%20session%204/a_primer_on_polls.htm
4. Assael, Henry, and John Keon. "Nonsampling vs. sampling errors in survey research." *The Journal of Marketing* (1982): 114-123.
5. Sample CSS: <https://www.qualtrics.com/blog/customer-satisfaction-survey-questions/>
6. Ethics: <http://www.uoguelph.ca/research/services-divisions/ethics>
7. Types of sampling: https://www.sagepub.com/sites/default/files/upm-binaries/40803_5.pdf

Assignment: How will you collect data from the prospective students on the marketing plan you have developed? Provide a 3 page note (Due on Day 6).

Day 5

Topic: Role of data in research

Readings:

1. <http://bits.blogs.nytimes.com/2009/09/21/netflix-awards-1-million-prize-and-starts-a-new-contest/?8au&emc=au>
2. Feuerverger, Andrey, Yu He, and Shashi Khatri. "Statistical significance of the Netflix challenge." *Statistical Science* 27.2 (2012): 202-231.
3. Perdue, Barbara C., and John O. Summers. "Checking the success of manipulations in marketing experiments." *Journal of Marketing Research*(1986): 317-326.
4. Harrison, Glen W. and John A. List (2004) Field Experiments. *Journal of Economic Literature*, XLII, 1009-1055.

Assignment: Based on the feedback on the three research ideas start preparing a research proposal (not more than 10 pages long). Due on December 10.

Day 6

Topic: Primer of Statistics I

Materials to be provided in class

1. Elliot-Jones, Michael. "A Regression Primer." *Natural Resources & Environment* (1999): 566-569.
2. http://en.wikipedia.org/wiki/Design_of_experiments

Day 7

Topic: Primer of Exploratory Data Analysis using STATA

Materials to be provided in class

Assignment: Prepare a 10 page descriptive research report of the North American Movie Market (Due on Day 9).

Day 8

Topic: Identification and Causation

Readings:

3. Goldthorpe, John H. "Causation, statistics, and sociology." *European sociological review* 17.1 (2001): 1-20.
4. Angrist, J. and A. Krueger (2001) Instrumental variables and the search for identification: From supply and demand to natural experiments, *Journal of Economic Perspectives*, 15(4), 69–85.
5. Chevalier, Judith A., and Dina Mayzlin. "The effect of word of mouth on sales: Online book reviews." *Journal of marketing research* 43.3 (2006): 345-354.
1. Meyer, Breed D. "Natural and quasi-experiments in economics." *Journal of business & economic statistics* 13.2 (1995): 151-161.
1. Steven Levitt and John Donovan, "The Impact of Legalized Abortion on Crime," *Quarterly Journal of Economics*, CXVI, No.2, (May 2001): 379-420.
2. "Oops – onomics", from *The Economist*, Dec. 1 2005; and response by Levitt.
3. Bertrand, Marianne and Mullainathan, Sendhil. "Are Emily and Greg More Employable Than Lakisha and Jamal? A Field Experiment on Labor Market Discrimination." *American Economic Review*, 2004, 94(4), pp. 991.

Presentation: Levitt and Donovan (2001) and Bertrand and Mullainathan (2004).

6.

Assignment: Develop a Demand Model for Movies and write a 5 page notes on your findings (Due on Day 10).

Day 9

Topic: Building theories I (Game theory)

Readings:

1. Notes on game theory (to be posted on course link)
2. Moorthy, K. Sridhar. "Using game theory to model competition." *Journal of Marketing Research* (1985): 262-282.
3. Dhar, Tirtha. "Can Margin Differences in Vertical Marketing Channels Lead to Contracts with Slotting Fees?." *Management Science* 59.12 (2013): 2766-2771.

Assignment: Use game theory to explain one interesting marketing phenomenon from current business news. Not more than 2 pages.

Day 10

Topic: Building theories II (Behavioral decision theory)

Readings:

1. <http://www.behavioraleconomics.com/introduction-to-be/>
2. Bertini, Marco, Elie Ofek, and Dan Ariely. "The impact of add-on features on consumer product evaluations." *Journal of Consumer Research* 36.1 (2009): 17-28.
3. Kahneman, Daniel, and Amos Tversky. "Prospect theory: An analysis of decision under risk." *Econometrica: Journal of the Econometric Society* (1979): 263-291.

Assignment: Summarize Bertini, Ofek and Ariely (2009) in two pages. Due on day 11.

Day 11

Topic: Experiments in research

1. Steven Levitt and John Donovan, "The Impact of Legalized Abortion on Crime," *Quarterly Journal of Economics*, CXVI, No.2, (May 2001): 379-420.
2. "Oops – onomics", from *The Economist*, Dec. 1 2005; and response by Levitt.
3. Bertrand, Marianne and Mullainathan, Sendhil. "Are Emily and Greg More Employable Than Lakisha and Jamal? A Field Experiment on Labor Market Discrimination." *American Economic Review*, 2004, 94(4), pp. 991.

Day 12

Topic: Multimethod research on movies

Readings:

1. Pechmann, Cornelia, and Chuan-Fong Shih. "Smoking scenes in movies and antismoking advertisements before movies: effects on youth." *The Journal of Marketing* (1999): 1-13.
2. Liu, Yong. "Word of mouth for movies: Its dynamics and impact on box office revenue." *Journal of marketing* 70.3 (2006): 74-89.
3. Ho, J. Y.C., T. Dhar, and C.B. Weinberg. (2009). "Playoff payoff: Super Bowl advertising for movies." *International Journal of Research in Marketing* 26(3): 168-179.
4. Krider, Robert E., and Charles B. Weinberg. "Competitive dynamics and the introduction of new products: The motion picture timing game." *Journal of Marketing Research* (1998): 1-15.

Presentation: Pechmann and Shih (1999) and Liu (2006).

Day 13

1. Dhar, Tirtha, and Kathy Baylis. "Fast-food consumption and the ban on advertising targeting children: the Quebec experience." *Journal of Marketing Research* 48.5 (2011): 799-813.
2. Neslin, Scott A., and Robert W. Shoemaker. "Using a natural experiment to estimate price elasticity: The 1974 sugar shortage and the ready-to-eat cereal market." *The Journal of Marketing* (1983): 44-57.
3. Wansink, Brian, and Pierre Chandon. "Can "low-fat" nutrition labels lead to obesity?." *Journal of marketing research* 43.4 (2006): 605-617.
4. Downs, Julie S., George Loewenstein, and Jessica Wisdom. "Strategies for promoting healthier food choices." *The American Economic Review* (2009): 159-164.
5. Ghotbi, S., T. Dhar and C. Weinberg (2015): Do You Diet by Drinking Diet Drinks? – An Empirical Study of Food and Drink Choices. (*working paper*)
6. Hoegg, JoAndrea, and Joseph W. Alba. "Taste perception: more than meets the tongue." *Journal of Consumer Research* 33.4 (2007): 490-498.

Presentation: Wansink and Pierre Chandon (2006); Downs et.al. (2009) and Neslin and Shoemaker (1983).

December 10, 2016: Proposal submission date.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website:

<http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)