

MCS*6050 (Research Methods)

Fall 2019
0.5 Credits

General Course Information

Instructor	Tirtha Dhar
Email	tdhar@uoguelph.ca
Office Location	MINS 207
Office Hours	By appointment only
Department/School	Marketing and Consumer Studies
Teaching Assistant	NA
Email	NA
Office Location	NA
Office Hours	NA
Class Schedule	Thursday 1:00 P.M. – 4:00 P.M.
Room	MINS 207
Pre-requisites	Admission in MSc in Marketing and Consumer Studies and similar programs

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 participation:	10%
2. Assignments:	25%
3. Class presentations:	15%
4. Research Proposal:	50%
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) each week. 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. Each week 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 7, 2016. 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. Start searching in top marketing and business journals for an interesting article. You will have to present the findings and critic the paper on Day 15.
2. Your CV
3. Your thoughts on marketing research as a subject (Due on Day 2 and not more than 2 pages).

Assignment: Find two puzzles. In one case you should know the solution.

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 (maximum). 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: The Scientific Method and Philosophy of Science

Readings:

1. Chintagunta, P., Hanssens, D. M., & Hauser, J. R. (2016). Marketing and data science: Together the future is ours. *GfK Marketing Intelligence Review*, 8(2), 18-23.
2. Hanssens, D. M. (2018). The value of empirical generalizations in marketing.
3. Woods, W. A. (1960). Psychological dimensions of consumer decision. *Journal of Marketing*, 24(3), 15-19.

Assignment: TBA

Day 4

Topic: Marketing as a scientific discipline I

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. Bass, Frank M. "The future of research in marketing: Marketing science." *Journal of Marketing Research* (1993).
4. Taylor, Weldon J. "" Is Marketing a Science?" Revisited." *The Journal of Marketing* (1965): 49-53.
5. Anderson, L. McTier. "Marketing science: Where's the beef?." *Business Horizons* 37.1 (1994): 8-16.
6. Vargo, Stephen L., and Robert F. Lusch. "Evolving to a new dominant logic for marketing." *Journal of marketing* 68.1 (2004): 1-17.
7. Day, George S., et al. "Invited commentaries on "evolving to a new dominant logic for marketing"." *Journal of Marketing* 68.1 (2004): 18-27.

Assignment: Summarize [4], [6] and [5] and explain your thoughts on this issue. Due on day 5.

Day 5

Discussions on research project ideas

Assignment: Be prepared to present your research and face critics and questions

Day 6

Topic: Sampling

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.
5. Polling: http://www.kellogg.northwestern.edu/faculty/weber/decs-430/decs-430%20session%204/a_primer_on_polls.htm
6. Assael, Henry, and John Keon. "Nonsampling vs. sampling errors in survey research." *The Journal of Marketing* (1982): 114-123.
7. Sample CSS: <https://www.qualtrics.com/blog/customer-satisfaction-survey-questions/>
8. Ethics: <http://www.uoguelph.ca/research/services-divisions/ethics>
9. Types of sampling: https://www.sagepub.com/sites/default/files/upm-binaries/40803_5.pdf
10. Trosset W.M., "An Introduction to Statistical Inference and Its Application." Available online: http://www.astrohandbook.com/ch17/statistical_inference.pdf

Assignment:

- Perdue and Summers (1986) and Assael and Keon (1982). Due on day 6.
- Define your ideal population for one of your research ideas and then explain the best way to sample from the population.

Day 7

Topic: Primer of Statistics I

Materials to be provided in class

Day 8

Topic: Primer of Statistics II

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 9

Topic: Confounds, causality and Identification

Readings:

1. Goldthorpe, John H. "Causation, statistics, and sociology." *European sociological review* 17.1 (2001): 1-20.
2. Elliot-Jones, Michael. "A Regression Primer." *Natural Resources & Environment* (1999): 566-569.
3. <http://www.socialresearchmethods.net/kb/desexper.php>
4. http://en.wikipedia.org/wiki/Design_of_experiments
5. 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.
6. 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.

Assignment: Summarize Levitt and Donovan (2001) and Bertrand and Mullainathan (2004).

Day 10

Topic: Replication research I

Materials to be provided

Day 10**Topic: Replication research II**

Materials to be provided

Assignment: Present the findings of the replication analysis.

Day 11**Topic: Replication research III**

Materials to be provided

Assignment: Present the findings of the replication analysis.

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**Topic: Multimethod research on movies and food**

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).

Assignment: Submit your proposal

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](#)