

Welcome to

MKT 409 | MARKETING RESEARCH

...and a bit of Marketing Analytics

Ekin Pehlivan, PhD. ,MBA



Time:

Tuesdays & Thursday @ 4:30 PM - 5:45 PM

Location:

Del Norte 1555

Office hours:

Tuesdays and Thursdays 6-7:30 pm @Sage 2135 or [Zoom](#)

[Book your time here!](#)

Catalog description:

Fundamentals of marketing research including design, implementation, analysis, interpretation, and reporting. Develop skills in defining research problems, designing surveys, experiments and observational studies, managing data collection, performing data analysis, and communicating results. Emphasis is on the use of marketing research as a component of marketing strategy (making extensive use of statistical techniques)

["Start here" Module](#)

Additional Resources

Campus Tutoring Services

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Emergency Intervention and Basic Needs

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Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSUCI's commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

Week	Day	Date	Topic	Assignments
1	T	8/23	Intro & Syllabus	Fill the Expectations intake form
	Th	8/25	Types of Marketing Research Analysis vs. Analytics	Choose your role
2	T	8/30	Kahoot! : Let's remember some key marketing concepts Watch: Marketing Foundations	Kahoot! (You can retake it once after the session)
	Th	9/1	Lecture : Marketing Research Process	Sign up for campus engagement assignment

			<p><u>Read:</u> Marketing vs. Market research – Qualtrics: https://www.qualtrics.com/blog/market-research-v-marketing-research/</p> <p><u>Watch:</u> Market Research Foundations</p>	
3	T	9/6	<p><u>Project:</u> Meet the clients and mentors 4:40-4:50 PM Koah Johnson from WMC</p> <p>5:30-5:45 PM Chris Du from Enightful</p>	Bring your laptops or check out one from the library
	Th	9/8	<p><u>Project:</u> Meet the clients and mentors</p>	Choose your clients
4	T	9/13	<p><u>Project:</u> Team building Division of labor AM Weekly updates, Mock Presentation, Final Presentation, Final Report Researchers Secondary data collection for market research, digital marketing analytics to identify segments, intake survey design, and data collection, focus group design, data cleaning and analysis. Details below:</p> <p>Exploratory Research Client interview – everyone in the team</p> <p>User Research Digital analytics to identify current market and their interaction with client – 1 student B -> Visualize marketing data using Excel</p> <p>Market Analysis Consumer sentiment analysis of online reviews to identify attitudes or associations – 1 student A -> Text Mining & Sentiment Analysis</p> <p>Consumer Research Qualtrics Survey and pivot tables to identify the right sample and intake for focus group – 1 student C -> Summarize marketing data using Excel</p> <p>Product Research Focus group – 2 students D/E & hypotheses from the sentiment analysis – everyone in team</p>	<p>Submit your team contract</p> <p>Enter your tasks to Enightful</p>
	Th	9/15	<p><u>Lecture:</u> Types of data & methods of data collection</p> <p><u>Watch:</u> Marketing Foundations: Competitive Market Analysis</p>	Bring your laptops please (You can also borrow one from the library)

			<u>Activity</u> : Secondary data collection Start researching info about the market & your client's competition	
5	T	9/20	<u>Activity</u> : Identifying research questions through needs assessment & secondary research	Prep interview protocol Submit questions for review
	Th	9/22	<u>Lecture</u> : Interviews as a method of data collection <u>Activity</u> : Active listening	Submit email copy for client interview (to be scheduled between 9/22-9/27)
6	T	9/27	Interview Client	Receive or collect any analytics your client is able to share Submit draft of follow up email for client
	Th	9/29	<u>Lecture</u> : Cleaning & analyzing qualitative data <u>Activity</u> : Conduct Sentiment Analysis using Voyant Tools	Submit recording and cleaned transcript files. Bring your laptops please (You can also borrow one from the library)
7	T	10/4	Guest Lecturer (Gerrick White) on Digital Marketing Analytics	
	Th	10/6	<u>Lecture</u> : Sample selection and recruitment Intro to methodologies	Sentiment analysis results
8	T	10/11	Survey as a data collection method <u>Activity</u> : Design intake survey Instrument design using Qualtrics	Identify the questions, their sequence and logic and submit for review. Bring your laptops please (You can also borrow one from the library)
	Th	10/13	Cleaning, analyzing & visualizing quantitative data <u>Activity</u> : What to report from the survey data	Test survey and launch data collection.

9	T	10/18	<u>Activity</u> : Visualizations on Qualtrics	All graphs and charts relevant to reporting. Bring your laptops please (You can also borrow one from the library)
	Th	10/20	Focus groups as data collection method <u>Watch</u> : Market research: Qualitative	Start designing your focus group protocol
10	T	10/25	Review of concepts so far	Submit Focus group protocol and questions for review
	Th	10/27	Midterm activity	Updated focus group protocol and scheduling
11	T	11/1	<u>Lecture</u> : Data reporting and storytelling <u>Watch</u> : Data visualization: Storytelling	
	Th	11/3	Interpretation and recommendation <u>Activity</u> : Choose your style Slideshow outline and template design Work on flow with EMT	Slideshow outline Make an appointment with our EMT for first feedback
12	T	11/8	<u>Project</u> : Bringing it all together What was your research question? What were your hypotheses? How did you conduct the research? What did you find? What do your findings mean for your client? Any reflections on what you have learned and accomplished in this project	
	Th	11/10	WMC Oral Presentation Workshop	Final day to submit any assignment revisions for regrading
13	T	11/15	Mock Presentations & Feedback	Updated slideshow

	Th	11/17	Mock Presentations & Feedback	Sign up for final client presentation times
14	T	11/22	Guest Speaker: Andrey Peru	Submit campus engagement assignment
	Th	11/24	Thanksgiving ☺	
15	T	11/29	Client presentations	
	Th	12/1	Client presentations	Submit final presentation slides and report
16	T	12/6	Final exam	4:00 – 6:00 PM

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