

# Welcome to

## MKT 409 | MARKETING RESEARCH

...and a bit of Marketing Analytics

*Ekin Pehlivan, PhD. ,MBA*



*Time:*

Thursday @ 4:00 PM - 6:50 PM

*Location:*

Del Norte 2530

*Office hours:*

In-person Thursdays 1:30-3 pm @MVS 2172 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*

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The Peer Tutor Schedule is available via the [LRC webpage](#).

*Writing & Multiliteracy Center*

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help students at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops. Students can make an appointment to work with a consultant or learn more by visiting the [WMC webpage](#).

*Counseling and Psychological Services (CAPS)*

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); students can also email CAPS at [caps@csuci.edu](mailto:caps@csuci.edu) or visit the CAPS [website](#).

### Emergency Intervention and Basic Needs

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students Office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#).

### 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	
1	Introductions (5 pts) 310 review + Expectations
2	<u>Lecture</u> : Marketing Research and Analytics Explore your toolbox and Canvas.
3	Plot-a-thon Networking Event
4	<u>Lecture</u> : The research process – determining the Research Question and/or hypotheses, through the utilization of Secondary Sources of Data and client interviews (5 pts) <u>Workshop</u> : Conduct research to determine what information is already out there and come up with your RQ.
5	(1 pt) <u>Interview client</u> (5 pts) Present preliminary findings from secondary sources: Census, Statista, Nielsen, Pew, Mergent, etc. (1 pts) <u>Workshop</u> : What other information is necessary to be able to answer the RQ?
6	<u>Lecture</u> : The research process – Primary Data Collection Methodologies – Quantitative <u>Workshop</u> : Qualtrics workshop – bring laptops (3 pts) <u>Submission</u> : Qualtrics survey

7	<u>Lecture</u> : The research process – Primary Data Collection Methodologies – Qualitative <u>Workshop</u> : Interview or focus group protocol workshop – bring laptops (3 pts) <u>Submission</u> : Protocol
8	(15 pts) Midterm (1 pt) Launch & Distribute Survey
9	Spring break
10	<u>Lecture</u> : The research process – Data Cleaning & Visualization <u>Workshop</u> : Dan Lenz (?) (5 pts) Start cleaning and visualizing your survey data (1 pt) Start collecting interview data
11	<u>Lecture</u> : Analyzing and Interpreting Qualitative Data <u>Workshop</u> : Voyant Tools, Chat GPT, (3 pts) Start cleaning and analyzing your interview data
12	<u>Lecture</u> : Consumer insights through digital marketing analytics Guest speaker (?) (3 pts) Participation (ask, answer, comment)
13	<u>Lecture</u> : Data reporting and presentation outline for consultants <u>Workshop</u> : Tell your data story (5 pts) Submit slide outline & Design
14	(5 pts) Mock Presentations & Feedback
15	(15 pts) Final
16	(10 pts) Presentation (10 pts) Paper

Week	Day	Date	Topic	Assignments
1	Th	1/25	Intro	Fill the <a href="#">Expectations intake form</a>
			<p><u>Kahoot!</u>: Let's remember some key marketing concepts</p> <p>Watch: <a href="#">Marketing Foundations</a></p>	<p>Kahoot! (You can retake it once after the session)</p> <p><a href="#">Choose your role</a></p>
2	Th	2/1	<a href="#">Syllabus</a> & Project decisions	
			<p><u>Lecture</u>: Marketing Research and Analytics</p> <p>Read: <a href="#">Marketing vs. Market research</a> and <a href="#">Analysis vs. Analytics</a></p> <p>Watch: <a href="#">Market Research Foundations</a></p>	<a href="#">Sign up for Plot-a-thon</a>
3	Th	2/8	<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 <a href="#">interview</a> – everyone in the team</p> <p>User Research   Digital <a href="#">analytics</a> to identify current market and their interaction with client – 1 student B -&gt; <a href="#">Visualize marketing data using Excel</a></p> <p>Market Analysis   Consumer <b>sentiment analysis</b> of online reviews to identify attitudes or associations – 1 student A -&gt; <a href="#">Text Mining &amp; Sentiment Analysis</a></p> <p>Consumer Research   Qualtrics <a href="#">Survey</a> and <a href="#">pivot tables</a> to identify the right sample and intake for focus group – 1 student C -&gt; <a href="#">Summarize marketing data using Excel</a></p>	Bring your laptops or check out one from the library

			Product Research   <a href="#">Focus group</a> – 2 students D/E & hypotheses from the sentiment analysis – everyone in team	
			<u>Project:</u> Meet the clients and mentors <u>Lecture:</u> Types of data & methods of data collection  <u>Watch:</u> <a href="#">Marketing Foundations: Competitive Market Analysis</a> <u>Activity:</u> Secondary data collection Start researching info about the market & your client's competition	<a href="#">Choose your clients</a>
4		2/15	Meet in the library	Submit your team contract
	Th			Enter your tasks to Enightful Bring your laptops please (You can also borrow one from the library)
5		2/22	<u>Activity:</u> Identifying research questions through needs assessment & secondary research	Prep interview protocol Submit questions for review
	Th		<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			Interview Client	Receive or collect any analytics your client is able to share Submit draft of follow up email for client
	Th	2/29	<u>Lecture:</u> Cleaning & analyzing qualitative data  <u>Activity:</u> Conduct Sentiment Analysis using <a href="#">Voyant Tools</a>	Submit recording and cleaned transcript files.  Bring your laptops please (You can also borrow one from the library)
7		2/29	Guest Speakers: Emily Culty and Shirley Noriega Mendez	
	Th		<u>Lecture:</u> Sample selection and recruitment Intro to methodologies	Sentiment analysis results

8		3/7	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		Cleaning, analyzing & visualizing quantitative data  <u>Activity:</u> What to report from the survey data	Test survey and launch data collection.
9		3/14	<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		Focus groups as data collection method  <u>Watch:</u> <a href="#">Market research: Qualitative</a>	Start designing your focus group protocol
10		3/21	Review of concepts so far	Submit Focus group protocol and questions for review
	Th		Midterm activity	Updated focus group protocol and scheduling
11		3/28	Finish and send proposal	
	Th		<u>Lecture:</u> Data reporting and storytelling  <u>Watch:</u> <a href="#">Data visualization: Storytelling</a>	Slideshow outline
12		4/4	Interpretation and recommendation  <u>Activity:</u> Choose your style Slideshow outline and template design Work on flow with EMT	Make an appointment with our EMT for first feedback
	Th		Guest Speaker: Andrey Peru and Gerrick White	
13		4/11	<u>Project:</u> Bringing it all together What was your research question?	Updated slideshow

			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			<a href="#">Sign up for final client presentation times</a>
14		4/18	<b>Mock Presentations &amp; Feedback</b>	Submit campus engagement assignment
	Th			
15		4/25	Review - Writing bootcamp	Submit final presentation slides Final day to submit any assignment revisions for regrading
	Th		Final Exam	Submit report
16		5/2	Client Presentations	4:00 – 6:00 PM