


Applied Market Research (MGT 108R)

Fall 2021 | Professor On Amir

Syllabus last updated May 19, 2021

The business world revolves around managerial decisions, and those, in turn, ought to be data driven. In this course we will learn about planning, implementing, and analyzing market research, synthesizing multi-methods research, and presenting market research results. We will do this by actually doing it. We will go through the arc of formulating a market research question, exploratory qualitative research, descriptive quantitative market research. We will learn how to plan and conduct various types of interviews, learn how to design, execute, and analyze surveys, as well as learn how to employ cutting edge tools such as adaptive conjoint analysis to quantify attribute levels and trade-offs.

Prerequisites: MBA student or consent of instructor and department stamp.

Learning Outcomes	Instructor
<p>Upon completion of this course, you will be able to:</p> <ol style="list-style-type: none"> 1. Understand what market research is 2. Develop and execute a market research program (arc) 3. Analyze market research results 4. Synthesize multi-method market research results 5. Present market research 	 <p>On Amir Professor of Marketing Associate Dean</p>

What to expect in this course

The Applied Market Research course provides a unique opportunity for students in a variety of disciplines to learn the fundamentals of market research. Students from management, social sciences, data and data science will engage in advanced peer-learning as they acquire advanced knowledge, real-world skills and an appreciation for the challenges and opportunities of market research.

The course will incorporate learning activities designed to facilitate exploration of theoretical concepts, followed by practical techniques.

- **Instructor-Led Learning:** Dynamic videos that include theoretical frameworks, step-by-step instruction, examples of techniques, and practical methodology. In addition, the instructor will engage with students through office-hours, just-in-time instruction, and assignment feedback.
- **Individual Experiment:** The topic of market research naturally lends itself to “gaming out” decisions and analysis. Learning exercises will be developed that allow students to try techniques and learn from both successes and failures.
- **Peer-Learning:** Students will engage in team projects, peer review, and course-based discussions. Students will be encouraged to learn from students both in their own and in other disciplines.

All materials and interactions will be hosted on the Canvas Learning Management System (LMS), which incorporates additional functionality / tools: Google Suite, Interactive Videos, Zoom, Qualtrics, Slack, Peer Review and Sawtooth Analysis.

Overall Course Expectations

This course is designed to provide you with opportunities to engage with myself, the course content, and each other. I anticipate that you will be actively involved each week (e.g. login to Canvas, work through exercises, communicate with myself and other students). All of the activities included in this course will help you reach the learning objectives described above. Each week is designed to fill approximately 12 hours per week (4 units X 3 hours per week).

In a typical week, you will complete the following:

What I expect of you	What you can expect of me
Be informed. Read this syllabus carefully and completely so you understand the course structure and expectations.	Enthusiasm. To be prepared for each week and to bring my enthusiasm for teaching to each interaction.
Be attuned. Keep up with instructional modules and learning activities, as each one builds on the previous one.	Responsiveness. To respond to emails within 24 hours. For those that know me already, you know that I usually respond faster than this. Emails received on weekends or while I’m traveling may take longer.
Be ethical. A good attitude and maintenance of honest and ethical principles towards me, your classmates, and the execution of the course. Please read UC San Diego’s Principles of Community and Conduct Code .	Timely feedback. To make every effort to return graded assignments within one week of the submission date and to post solutions or code as soon as is reasonably possible after the submission date.

<p>Have integrity. An honest, fair, responsible, respectful, trustworthy, and courageous effort on all academic work and collaboration. Please read UC San Diego's Policy on Integrity of Scholarship. Then, take the integrity pledge!</p>	<p>Integrity. To uphold integrity standards and create an atmosphere that fosters active learning, creativity, critical thinking, and honest collaboration.</p>
<p>Be flexible. Sometimes my schedule gets affected by unavoidable work travel, necessitating some office hour rescheduling at the last minute.</p>	<p>Reasonable accommodation and understanding for student situations that arise; however, I will not make exceptions for one person that are not available to every other person in the course.</p>

Technology Requirements*

[Use this tool to determine if you're ready for remote courses](#)

- Internet access
- Current Web Browser
- Web-Based Tools
 - Canvas
 - Qualtrics
 - Google Suite
- Apps & Software
 - Zoom
 - Radiant
 - Sawtooth

Rady School of Management Tech Support

- General Rady IT Email: help@rady.ucsd.edu
- Rady IT Help Desk ticket system: <https://help.rady.ucsd.edu>
- For help with Rady Canvas: canvas@rady.ucsd.edu

* UC San Diego students might be eligible to receive technology tools in support of remote learning. To learn more and submit a request, please see <https://vcsa.ucsd.edu/news/covid-19/#Access-to-Computers,-Discounted>

Course Schedule

#	Title	Learning Activities
1	Introduction to market research	<ul style="list-style-type: none"> ● Market Research Methodology Quiz (I) ● Setup Qualtrics & Login (T)
2	The beginning: Exploratory, Qualitative	<ul style="list-style-type: none"> ● Video Interview (I + PR)

3	Qualitative (continued) – Structured Interviews	<ul style="list-style-type: none"> • Associative Results Poster (T + PR)
4	Descriptive Methods - Surveys	<ul style="list-style-type: none"> • Survey Questions (T + PR)
5	Descriptive Methods - Surveys	<ul style="list-style-type: none"> • Qualtrics Survey (T + PR)
6	Descriptive Methods - Surveys	<ul style="list-style-type: none"> • Key Findings from Survey (I + PR) • Cluster Analysis (T)
7	Conjoint Analysis	<ul style="list-style-type: none"> • Matrix of Attributes / Levels (T) • Conjoint Study (T + PR) • Individual Reflection (I)
8	Conjoint Analysis (continued)	<ul style="list-style-type: none"> • Insight from Counterfactual Simulation (T) • Conjoint Analysis Poll (I)
9	Presenting Market Research	<ul style="list-style-type: none"> • Draft Presentation (T) • Common Presentation Mistakes Quiz (I)
10	Final Presentations	<ul style="list-style-type: none"> • Final Presentations (T + PR)

T: Students will work in team and submit deliverables

I: Independent, individual work only. No collaboration or consultation allowed

PR: Students will submit peer reviews based on the submissions of other students or teams

Grading Information

Item	% of Total Grade
Individual Assignments	40%
Team Project	30%
Final Presentation	30%

Regrade Requests

Regrade requests must be submitted within one week of the time that you receive your score. I will review the entire assignment, which may result in a lower overall score on the assignment. The adjusted score cannot be appealed.

Late Assignments

Unless authorization is provided in writing before the assignment due date, no late assignments will be accepted.

Policies and Standards

Academic Integrity Standards

Academic Integrity is expected of everyone at UC San Diego. This means that you must be honest, fair, responsible, respectful, and trustworthy in all of your actions. Lying, cheating or any other forms of dishonesty will not be tolerated because they undermine learning and the University's ability to certify students' knowledge and abilities. Thus, any attempt to get, or help another get, a grade by cheating, lying or dishonesty will be reported to the Academic Integrity Office and will result in sanctions. Sanctions can include an F in this class and suspension or dismissal from the University.

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind.

You can learn more about academic integrity at <https://academicintegrity.ucsd.edu/>

The complete UCSD Policy on Integrity of Scholarship can be viewed at:
<http://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

Students with Disabilities

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the instructor and OSD liaison.

Students requesting accommodations for this course due to a disability must provide a current Authorization for Accommodation (AFA) letter (paper or electronic) issued by the Office for Students with Disabilities (<https://osd.ucsd.edu/portal/tutorial.html>) Students are required to discuss accommodation arrangements with instructors and OSD liaisons in the department in advance of any exams or assignments. No accommodations can be implemented retroactively.

Please visit the OSD website for further information or contact the Office for Students with Disabilities at (858) 534-4382 or osd@ucsd.edu.

Nondiscrimination Policy Statement

The University of California, in accordance with applicable Federal and State law and University policy, does not discriminate on the basis of race, color, national origin, religion, sex, gender identity, pregnancy, physical or mental disability, medical condition (cancer related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or service in the

uniformed services. The University also prohibits sexual harassment. This nondiscrimination policy covers admission, access, and treatment in University programs and activities.

Title IX

The Office for the Prevention of Harassment & Discrimination (OPHD) provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination. OPHD is the UC San Diego Title IX office. Title IX of the Education Amendments of 1972 is the federal law that prohibits sex discrimination in educational institutions that are recipients of federal funds. Rady students have the right to an educational environment that is free from harassment and discrimination.

You can make a complaint of harassment or discrimination — or simply make an appointment to find out more information — by contacting OPHD.

- (858) 534-8298
- ophd@ucsd.edu
- [Overview for Students webpage](#)

Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed.

If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.

Additional UC San Diego Policies

- [UC San Diego Principles of Community](#)
- [UC San Diego Policy on Integrity of Scholarship](#)
- [Religious Accommodation](#)
- [Nondiscrimination and Harassment](#)
- [UC San Diego Student Conduct Code](#)

Resources for Your Health and Well-Being

During your time at UC San Diego, you may experience a range of issues that could impact your learning or your ability to participate in day-to-day activities. These may include physical illness, housing or food insecurity, strained relationships, loss of motivation, depression, anxiety, high levels of stress, alcohol and drug problems, feeling down, interpersonal or sexual violence, or grief.

If there are issues related to coursework that are a source of particular stress or challenge, please speak with me, Professor On Amir, so that I am able to support you. UC San Diego also provides a number of resources to all enrolled students, including:

- The Hub Basic Needs Center: basicneeds.ucsd.edu or (858) 246-2632
- Student Health Services: studenthealth.ucsd.edu or (858) 534-3300
- Community and Resource Centers: diversity@ucsd.edu or (858) 822-3542
- Counseling and Psychological Services: caps.ucsd.edu or (858) 534-3755
- CARE at the Sexual Assault Resource Center: care.ucsd.edu or (858) 534-5793
- Undocumented Student Services: undoc@ucsd.edu or (858) 822-6916
- [Triton Concern Line](#): Report students of concern to (858) 246-1111

If you are not sure who to reach out to, please feel free to contact me first, and I will help connect you with support. We care about you at UC San Diego, and there is always help available.

Subject to Change

There may be certain circumstances under which I determine the information contained in this syllabus needs to change (for example, to better support student learning needs or due to unanticipated changes to our instructional schedule). Any adjustments will be announced with reasonable advance notice and through multiple means (e.g. on Canvas, during instructional sessions).