

# MARK 3211 MARKETING RESEARCH AND ANALYTICS FOR DECISION MAKING (3 credit hours)

Elmira College

SPRING 2025

## Required Text:

1. Al Marshall(2023). *Marketing Research: A Managerial Approach*, First Edition, SAGE;
2. McDaniel, C., Jr. (2021). *Marketing Research*, Twelfth edition, Wiley.

**Pre-requisites:** STAT 1100 Introduction to Statistics; MARK 1300 Introduction to Marketing

## Course Description

This course integrates the essentials of data-driven marketing with in-depth marketing research, teaching students to formulate research questions, select methodologies, and analyze diverse data sources like customer transactions, surveys and their design, and A/B testing. It emphasizes the critical role of research in understanding consumer behavior and decision-making, providing both theoretical knowledge and hands-on experience with practical tools. Students will learn to critically evaluate research results and apply data-driven insights to create effective marketing strategies, ultimately driving business growth.

## Course Objectives and Goals

- Explain the core principles of data analytics and their connection with marketing strategies.
- Learn how to collect data and how to use those data to guide decision-making.
- Gain practical experience using tools and techniques for conducting marketing research.
- Apply research insights to develop and refine marketing strategies that are consumer-driven and results-oriented.
- Critically discuss the latest advances in market research and analytics, including machine learning, recommendation, and personalization.
- Cultivate the ability to critically evaluate research findings and their implications for marketing practices.

## Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

4 Assignments	20%
2 Quizzes	20%
4 Group Projects	20%
Midterm Exam	15%

Final Exam	25%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%
B 83 - 86%	C- 70 - 72%	F 59% or below

**Withdrawal Policy:** Please see Elmira College Bulletin for information on this policy.

**Academic Honesty:** Please read the section on Academic Honesty in the **Code of Conduct**. Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

**Student Responsibility:**

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

**Tentative Schedule of Topics**

<u>Topic</u>	<u>Materials</u>	<u>Tasks &amp; Evaluations</u>
Foundations of Marketing Data and Marketing Analysis	Chapter 1	
Exploratory and Descriptive Research	Chapter 2	Assignment 1
Survey Design	Chapter 3	
Secondary Research & Marketing Intelligence	Chapter 4	
Correlation vs. Causality	Chapter 5	Assignment 2
Experimentation and A/B Testing	Chapter 6	
Tools of Data Analysis	Chapter 7	Quiz 1
Qualitative Data Collection – Communication & Observation Methods	Chapter 8	
Quantitative Data Collection – Communication & Observation Methods	Chapter 9	Group Project 1
Hypothesis Testing	Chapter 10	
Applications of Hypothesis Testing	Chapter 11	Midterm Exam
Designing and Conducting Experiments	Chapter 12	Group Project 2
Marketing Mix Models	Chapter 13	
Independent and Dependent Variables	Chapter 14	Assignment 3
Validity and Reliability	Chapter 15	
Pricing Analysis and Conjoint Analysis	Chapter 16	Quiz 2

Advanced Regression and Multiple Regression	Chapter 17	
Ratings-based Conjoint and Choice-based Conjoint	Chapter 18	Assignment 4
Cluster Analysis and Factor Analysis	Chapter 19	
Predictive Analytics and Machine Learning	Chapter 20	Group Project 3
Digital Marketing and Attribution	Chapter 21	
Choice Construction and Context Effects	Chapter 22	Group Project 4
Personalization, Recommendations, and Ethics	Chapter 23	Final Exam