



BUS 415 Research for Customer Insights

Winter 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email:TBA

COURSE OBJECTIVES

This unit equips students with the essential skills and knowledge required to comprehend, assess, and create impactful marketing research. It empowers students to plan and execute marketing research studies to collect data, draw meaningful insights, and provide recommendations for cross-cultural and strategic marketing decisions. The primary aim of this unit is to enhance students' capacity to offer well-founded recommendations for suitable marketing research approaches, whether in the online or offline domain.

Upon Completion of this Course, students will be able to:

1. Understand the significance of customer insights in business decision-making;
2. Design and conduct surveys and interviews to collect customer data effectively;
3. Identify and address ethical considerations in customer research;
4. Utilize customer insights to drive business improvements, product development, and marketing strategies.

PREREQUISITES

MKT 210 Introduction to Marketing

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
1 Assignment	5 Points
2 Quizzes	20 Points
Individual Project	10 Points
Group Project	20 Points
Midterm Exam	20 Points
Final Exam	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

V. Kumar, Robert P. Leone, David A. Aaker, and George S. Day (11/2018), *Marketing Research* (13th Edition), John Wiley & Sons.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics:</p> <p>Topic 1: A Decision-Making Perspective on Marketing Intelligence</p> <p>Topic 2: Marketing Research in Practice</p> <p>Topic 3: The Marketing Research Process</p> <p>Topic 4: Research Design and Implementation</p> <p>Assessments:</p> <p>Case Study</p> <p>Assignment #1</p>



Module 2	Topics: Topic 5: Secondary Sources of Marketing Data Topic 6: Standardized Sources of Marketing Data Topic 7: Marketing Research on the Internet Topic 8: Information Collection: Qualitative and Observational Methods Assessments: Case Study Quiz #1
Module 3	Topics: Topic 9: Information from Respondents Topic 10: Attitude Measurement Topic 11: Designing the Questionnaire Topic 12: Experimentation Assessments: Case Study Individual Project Midterm Exam
Module 4	Topics: Topic 13: Sampling Fundamentals Topic 14: Sample Size and Statistical Theory Topic 15: Fundamentals of Data Analysis Topic 16: Hypothesis Testing Assessments: Case Study Quiz #2
Module 5	Topics: Topic 17: Correlation Analysis and Regression Analysis Topic 18: Discriminant Factor and Cluster Analysis Topic 19: Multidimensional Scaling and Conjoint Analysis Topic 20: Brand and Customer Metrics Assessments: Case Study Group Project Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.



If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed.



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The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.