Syllabus

Marketing Seminar

<table>
<tr><td rowspan="3">Course Name</td><td>Course type (credit/hours)</td><td colspan="2">전선(3/3)</td><td>Course code</td><td></td></tr>
<tr><td>Target students Division/major/grade</td><td colspan="2">/</td><td>Opening semester</td><td>2019년 2학기</td></tr>
<tr><td>Class time and classroom</td><td colspan="4">수1.5(다307) 수2.5(다307) 수3.5(다307)(다307)</td></tr>
<tr><td rowspan="3">Reference to this course</td><td>Related basic courses</td><td colspan="4"></td></tr>
<tr><td>Recommended concurrent courses</td><td colspan="4"></td></tr>
<tr><td>Related advanced courses</td><td colspan="4"></td></tr>
<tr><td rowspan="3">Instructor</td><td colspan="2">Name (title/division)</td><td colspan="3"></td></tr>
<tr><td>Office Room Number</td><td></td><td>Office phone Number</td><td>3630</td><td>e-mail</td><td>brhee@ajou.ac.kr</td></tr>
<tr><td>Office hours</td><td></td><td>Homepage address</td><td colspan="2"></td></tr>
<tr><td rowspan="2">Teaching Assistant</td><td colspan="2">Name (title/division)</td><td colspan="3"></td></tr>
<tr><td>Office Room Number</td><td></td><td>Office phone Number</td><td></td><td>e-mail</td><td></td></tr>
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1. Introduction

In this digital age, there is an unprecedented volume, velocity, and variety of behavioral data available to decision makers. User characteristics and behaviors are easily tracked, observed, and collected in detail from websites, information−rich user−generated contents, social media accounts, and digital transactions. Many marketers are excited about this "big data" to increase profit ? yet, find real, measurable value−gain to be elusive. One of the reasons for such lower value−gains is that big data are fundamentally behavioral ones from observations. Thus, marketers increasingly need a survey or/and experimental research that complements behavioral big data. This course provides introduction to survey and experimental research and corresponding quantitative methods. The main goal of the course is to familiarize students with quantitative analysis using survey and experiment data as a tool for addressing substantive research questions and then to train students to become an intelligent user of the quantitative marketing methodologies.

2. Course Objectives

3. Class types and activities

The course will involve lectures, in−class discussions, homework assignments, and final test. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day.

4. Teaching Method

The course will involve lectures, in-class discussions, homework assignments, and final test. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day.

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam	1	40%	
quiz			
presentation			
discussion			
homework	6	60%	Six homework assignments
etc			

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
참고자료	Marketing Research: An Applied Orientation, 7th Ed.	?N.K. Malhotra	Pearson	2018
참고자료	Multivariate Data Analysis, 7th Ed.	?J.F. Hair, Jr, W.C. Black, B.J. Babin, & R.E. Anderson	Pearson	2014

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Primary scales of measurement	Lecture	
2	Comparative and non-comparative scales	Lecture	
3	Survey questionnaire	Lecture	
4	Basic guide to using SPSS	Lecture + Computer Work	
5	Identifying key variables using regression analysis	Lecture + Computer Work	
6	Hangul Day (no class)		
7	Identifying key variables using discriminant analysis	Lecture + Computer Work	
8	Midterm Exam Period		
9	Reducing data using canonical analysis	Lecture + Computer Work	
10	Identifying underlying factors using factor analysis	Lecture + Computer Work	
11	Grouping customers or brands using cluster analysis	Lecture + Computer Work	
12	Building a product map using Multi-Dimensional Scaling (MDS) and factor analysis	Lecture + Computer Work	
13	Experimental designs	Lecture	
14	ANOVA and MANOVA	Lecture + Computer Work	
15	Conjoint analysis	Lecture + Computer Work	

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
16	Final Exam Period		

9. Others