

**Marketing**  
**Course Number: 22:630:634**  
**Course Title: Marketing Research in a Digital World MS**

## **COURSE DESCRIPTION**

Marketing research is the function that links the consumer, customer, and public to the marketer through information. In today's digital world, the proliferation of new media platforms such as social media, search engine and new technologies such as mobile, cloud computing, and artificial intelligence (AI) have transformed customer behavior and created an overwhelmingly amount of information for marketers. To efficiently extract useful insights in time from multiple data sources has become critical in today's marketing decision process.

The goal of this course is to provide a fundamental understanding of marketing research methods and best practices in the digital world for future marketing managers. The main objectives are:

1. To build systematic marketing problem analysis and holistic omnichannel marketing management skills in both B2B and B2C settings
2. To develop a critical eye for new digital sources of internal data and external competitive data (from websites, social media, search engine, etc)
3. To gain "hands-on" experience with the full process of marketing research from problem formulation to research design, data collection methods, questionnaire design, sampling schemes, and data analysis.
4. To learn marketing research tools that are widely used in industries

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## **COURSE MATERIALS**

- Recommended (not required) course textbooks is:  
Carl McDaniel, Jr. and Roger Gates, *Marketing Research*, Wiley
- Tableau data visualization software
  - The download and activation instructions are on the homepage of our Canvas course site
  - Our trial license gives us full access to Tableau Desktop version for 6 months
  - Cases, datasets and lecture slides/recordings will be posted on Canvas every ()

Cases, lectures, problem sets, and projects may be used to illustrate effective approaches to current digital marketing research problems. A variety of industry settings, that encompass both B-to-C and B-to-B marketing contexts, are used to explore the wide-range of marketing research concepts and

practices.

It is important to note that the course assumes a basic understanding of both marketing concepts and statistics. However, the focus of this course is not on statistical techniques. Rather, the course is intended to provide a broad overview of both qualitative and quantitative market research practices, along with their managerial implications.

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## **DEADLINE EXTENSION**

Deadlines will not be extended (late submissions will not be graded) unless you have a serious reason, and, in such cases, you **must** notify the instructor before the deadline.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **CONFIDENTIALITY**

From time to time in the course, you will be exposed to potentially sensitive company data. In order to assure continued support for the school and this course, it is assumed that no course materials, data, slides, or homework should be shared or shown to anyone outside this class without the instructor's consent.

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## **EXAM DATES AND POLICIES**

There are NO EXAMS!

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## **GRADING POLICY**

Your grade will be determined based on the following components:

Individual assignments	40%
Group projects	40%

Discussion	20%
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No extra credits will be offered throughout the course. The final grade will be based on the ranking of your total score in class. Following the department grading guidelines, I will implement the following grade distribution: A 20%, A- 30%, B+ 30%, B and below 20%.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. I will adjust grades only if I have made an error.

## COURSE SCHEDULE

<i>Session</i>	<i>Topic</i>	<i>MR Tools</i>	<i>Activity Due</i>
1	Marketing Research in a Digital World Introduction		Introduce yourself Topics you are interested
2	Marketing Research Process/Problem Formulation	Management Consulting Company Problem Solving Process/ Marketing Frameworks/Issue Trees	Discussion (due date: ()) 1) post one digital marketing problem/opportunity 2) post one digital consumer insight  INDIVIDUAL 1--critique essay (due date: ())
3	Research Design		Join a group (1~4 students per group)
4	Data Sources/Data Collection	Qualtrics/SEMrush/Brandwatch/Similar web/Trendsmap	
5	Measurement & Visualization	Tableau (visualization)	GROUP 1: MR project idea(s) submission
6	Understand Digital Consumers/Segmentation	Tableau (visualization)	
7	Group Project Proposal/Q&A		GROUP 1: MR project proposal and data collection plan (due date: ())
8	Spring Break		
9	Understand Digital Consumers/Segmentation	Semantria (sentiment analysis)	INDIVIDUAL 2--visualization
10	Understand Markets		
11	Understand Competitors/Positioning	Perceptual map	GROUP 2: Coors case shopping list submission
12	Understand Competitors/Positioning		

13: ()	Digital Marketing Optimization		GROUP 2: Coors case analysis submission
14: ()	Digital Marketing Optimization		INDIVIDUAL 3--segmentation/positioning
15: ()	Final Group Project Q&A		GROUP 1: MR project final deliverable submission (PPT): due date ()

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]