

9-2002

## MKTG 560.01: Principles of Marketing Statistics

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**MKTG 560- Principles of Marketing/ Statistics**  
**Dr. Nader H. Shooshtari and Dr. Bruce A. Costa**  
**Course Syllabus - Fall Semester, 2002**

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**Required Texts:** *Marketing: Real People, Real Choices* (1999), M. Solomon and E. Stuart, Prentice Hall, 2<sup>nd</sup> edition.  
*Statistics for Managers Using Microsoft Excel* (2002), Levine, Stephen, Krehbiel, and Berenson, Prentice Hall, 3<sup>rd</sup> edition.

**Course Content:** This course will provide an introduction to and application of marketing tools, and business decision making using statistics with a focus on marketing problems. The marketing section will include:

- SWOT (strengths, weaknesses, opportunities, and threats) analysis
- Marketing objectives and budgeting
- Collecting and understanding information (marketing research) about markets, consumers, and business customers
- *Segmentation analysis, target selection, and positioning*
- The "4 p's" of marketing: product, price, "place," and promotion.

While the statistics will focus on:

- Presenting Data
- Numerical Descriptive Measures
- Basic Probability and Discrete Probability Distributions
- Normal Distributions and Sampling Distributions
- Confidence Interval Estimation
- Hypothesis Testing: One and Two Sample Tests
- Testing Categorical Data
- Simple Linear and Multiple Regression

The objectives of marketing portion of the course are to:

- Familiarize students with a basic working knowledge of marketing in today's organizations;
- Provide hands-on practice on marketing problem solving, applying standard marketing tools;
- Develop and enhance students' ability to critically evaluate marketing problems from a variety of perspectives, including managerial/ strategic, as well as ethical/social.

And the objectives for the statistics portion are:

- **To introduce the business decision making process which involves the identification and formulation of a business problem, development of alternatives for solving the problem, and selection of the best alternative and specific course of action.**
- **To provide concepts, approaches, and technology for supporting the decision making process are applied to solve a wide variety of business problems. Particular emphasis is placed upon the use of computer and information technology to support business decision making.**

**Course Requirements:**

Exams (two exams, 150 pts. Each; exam with the highest grade 200pts.)	500
End-of- chapter assignments 25 points/chapter	500
Asynchronous chat sessions 60 points/session	120
Synchronous session	80
<b>Total Points</b>	<b>1200</b>

**Exams:** Three exams will be given, consisting of objective, multiple-choice questions. Exams will be sent to students electronically via email on the exam dates and times indicated in the syllabus. Students will have a total of two and a half hours to complete each exam and send their responses electronically to the professor.

\* \* No late exams or make-ups will be given. \* \*

**Selected end-of-chapter assignments:** Students will submit their written comments, and solutions to problems electronically by assigned due dates. A number of these comments and responses will be posted on the class web site for the benefit of other students in class.

The purpose of these assignments is two-fold:

1. It gives you practice in applying the concepts that we are learning in class.
2. It hones your critical thinking skills. You are asked to evaluate chapter readings and respond to selected questions base on concepts learned in class. Your critique should be thoughtful, meaningful, and constructive.

**Asynchronous chat sessions:** There are two chat sessions during the semester. These chat sessions are intended to provide an opportunity for students to establish dialogue with one another about various course assignments, discuss application of course content to their own company, business or experience and provide general feedback about the class. Students have a total of **one work week** (Monday to Friday) to participate in each chat session; timely participation during this period is highly encouraged.

Asynchronous chat sessions are scheduled for the following one-week periods:

Session 1 -- October 21-25

Session 2 -- December 2-6

**Synchronous chat session:** There will be one synchronous chat session the purpose of which is to allow for interaction and feedback about the course and its various components and to help refine the course for future offerings. The synchronous chat session will be held on Wednesday, September 18 from 5:30 - 7:30 p.m.

**Student Chat Room:** A chat room will be set up for the students so that they have the opportunity to interact, discuss class assignments, and create a group learning environment that would enhance their course experience. Course assignments, however, must demonstrate the individual effort and responses of each student.

**Grading:** Grades are assigned as follows:

<u>Percentage of total points</u>	<u>Grade</u>
90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

**Course Outline:**

<b>WEEK OF:</b>	<b>MARKETING TOPICS</b>	<b>Mktg. Chs.</b>	<b>MARKETING ASSIGNMENTS</b>	<b>STATS TOPICS</b>	<b>Stat. Chs</b>	<b>Stats Practice Problems</b>	<b>Stats Assigned Problems</b>	<b>Notes</b>
Sept. 2	Introduction: Welcome to the World of Marketing	1	End-of-chapter questions-- Marketing Concepts: #2, page 23 Marketing Practice: #2, page 23	Introduction and Data Collection	1	47, 48 and 51	49, 50, and 52	Install Excel add-in that comes with Stat book
Sept. 9	Marketing Planning: Making Choices in a Dynamic Environment	2	End-of-chapter questions--Marketing Concepts: #1, Marketing Practice # 4, both on page 52	Numerical Descriptive Measures	3	57 and 58	55 and 66	
Sept. 16	Decision Making in the New Era of Marketing:...	3	End-of-chapter questions--Marketing Concepts: #4, page 80	Normal Distribution and Sampling Distribution	5	52	48	Synchronous chat-- Wednesday, Sept. 18, 5:30-7:30 pm.
Sept. 23	Why People Buy: Consumer Behavior	6	End-of-chapter questions --Marketing Concepts: # 6, page 170					Mktg. Chs.1-3 and Stat. Chs. 1,3, and 5 assignments due Wednesday, Sept. 25 by 10:00 pm.
Sept. 30	Sharpening the Focus: Target Marketing Strategies	8	End-of-chapter questions: -- Marketing Concepts: #3, page 222	Confidence Interval Estimations	6	75 and 78	73, 76 and case	
Oct. 7	<b>Exam I: Tuesday, October 8, 6:00-8:30 pm.</b>							Mktg. Chs. 1,2,3, and 6; Stats Chs. 1,3, and 5.
Oct. 14	Creating the Product	9	End-of-chapter questions -- Marketing Concepts: # 2, page 256	Hypothesis Testing	7	79	76	
Oct. 21	Managing the Product	10	Read only pp. 266-270; 273-277 from Mktg. Ch. 10	Two-Sample Tests with Numerical Testing	8	34, 47, and 75	33, 46, and 74	Mktg. Chs. 6,8,9, 10; and Stat. Chs. 6, 7 assignments due Wednesday, October 23 by 10:00 pm. 1 <sup>st</sup> Asynchronous chat- Monday thru. Friday

Oct. 28	Marketing Intangibles and Services	11	Read only pp. 293-294 from Mktg. Ch. 11 End-of-chapter questions: Marketing Practice: #1 p. 309.	(Chp. 8 Cont.)	8			
Nov. 4	Pricing the product	12	Read only pp. 318-322; 325-337 from Mktg. Ch. 12. Work on sample pricing problems for Mktg (handout). End-of-chapter questions	Tests for Two or More Samples with Categorical Data	10		Case	Marketing Concepts # 4, p. 344. Mktg. Ch. 12 and Stat. Ch. 8 Problems due by Wednesday, Nov. 6. at 10:00 pm.
Nov. 11	Pricing Methods <b>Exam II: Thursday, November 14, 6:00-8:30 pm.</b>	13	Read only pp. 350-359, 364-369, from Ch. 13 End-of-chapter questions: Marketing Concepts: #1, p. 371. I will have sample pricing problems for students to work on. This will be excellent practice for the exam.	Simple Linear Regression	11	7, 18,26,32,41, and 74	3, 14, 22, 30, 37, 75, and case	Mktg. Chs. 8,9, 10, 11, 12; and Stat. Chs. 6, 7, 8.
Nov. 18	Channel Management	14	Read only pp. 380-397 from Mktg. Ch. 14 End-of-chapter questions: Marketing Concepts:# 1, p. 404.					Stat. Written case from Ch. 10 due by Wednesday, Nov. 20 by 10:00 pm.
Nov. 25	<b>Thanksgiving Break</b>		Enjoy your break!					
Dec. 2	Retailing and Electronic Commerce	15	Read only pp. 430-432 from Mktg. Ch. 15. Statistics case from ch. 11 due by Wed. Dec. 4 by 10:00 pm.	Multiple Regression	12	7, 12, 19, 26, 32, 41, 56 and 60	6, 11, 18, 25, 31, 40, 55, 62, and 94	2 <sup>nd</sup> Asynchronous chat-Monday thru. Friday
Dec. 9	The Promotion Superhighway	16	Read only pp. 444-454, 460-464 from Mktg. Ch. 16. End-of-chapter Practice # 1, p. 404.					End-of-chapter questions for Chs. 11, 12, 13, 15, 16 for Mktg. and Case and problems for Stat. Due by Wed. Dec. 11 at 10:00 pm.
Dec. 16	<b>Final Exam: Tuesday, Dec. 17, 6:00-8:30 pm.</b>							Mktg. Chs. 13, 14, 15, 16. Stat. Chs. 10, 11, 12.