



Who am I?

Sina Aghaie

s-ee-n-ah

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About me...



Iran, Tehran

Education:

- B.Sc. in Mechanical Engineering
- MBA



Work Experience:

- Marketing research (2 years)
- Product Manager (2 years)



About me...



Marketing Research

France, Nice

SKEMA Business School

- PhD in Management
- Researcher at KTO research center

skema
BUSINESS SCHOOL



About me...



USA, Columbia-SC

University Of South Carolina

— PhD Candidate in Quantitative Marketing



UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business



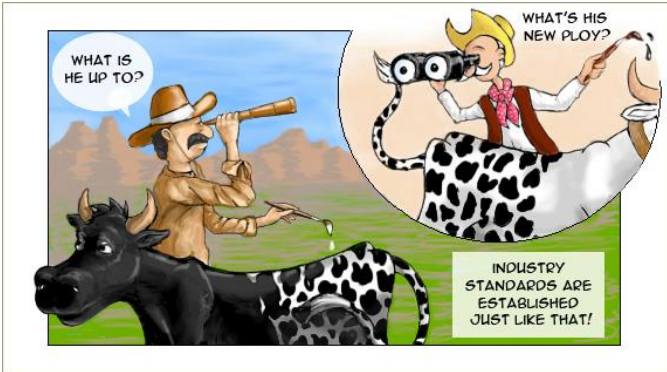
About me...

Research Interest:

- Competitors Analysis (Spying on your rivals)
- Developing a **mathematical model** to predict competitors' behaviors

More specifically:

- Predicting how firms react to a rival's move (new product introduction, price change, advertising, ...)
- Predicting time of market entry and market exit by rivals
- Which market, when and how?



Context

- My research context is the US airline Industry



Course Syllabus

Question?

Key Issues on Syllabus

Recommended Text Book (Main Source):

- Essentials of Marketing Research, 4th Edition, by Hair, Celsi, Ortinau, and Bush; McGraw-Hill/Irwin, New York, NY (2016)
- You can also study edition 2nd or 3rd

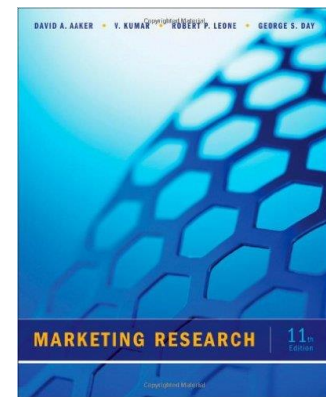
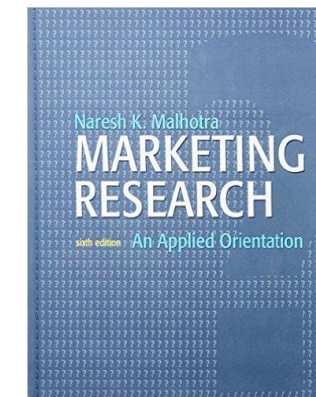
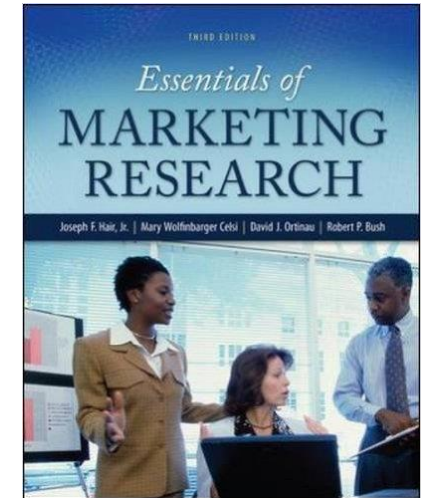
Additional sources:

- Marketing Research: An Applied Orientation, 6th Edition, by Naresh Malhotra, Pearson (2010)
- Marketing Research, 11th Edition, by David Aaker, V. Kumar, Robert Leone, George S. Day, Wiley (2013)

Software: SPSS

- Student version of SPSS - <http://www.onthehub.com/spss/>
- You are encouraged to share the text book and software

Textbooks



Grading Components

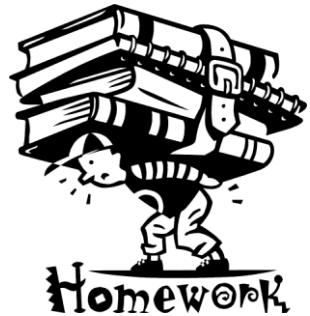
Midterm Exam	15 points
Final Exam	30 points
<hr/>	
In-Class Assignment I	15 points
In-Class Assignment II	15 points
Class attendance and participation	10 points
Quizzes and HW (pair)	15 points
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Total:	100 points

Grading Scale

90-100	A
80-89.99	B
70-79.99	C
60-69.99	D
Below 60	F

How we can get extra credits?

- HW and Quizzes
- Class participation
- Using office hours
- Providing feedback



Optional Project

~~Midterm Exam~~

~~15 points~~

Project (group - 5 people)

15 points + up to 5 points



SOUTH CAROLINA

SBDC

In partnership with the University of South Carolina

Small Business Development Center

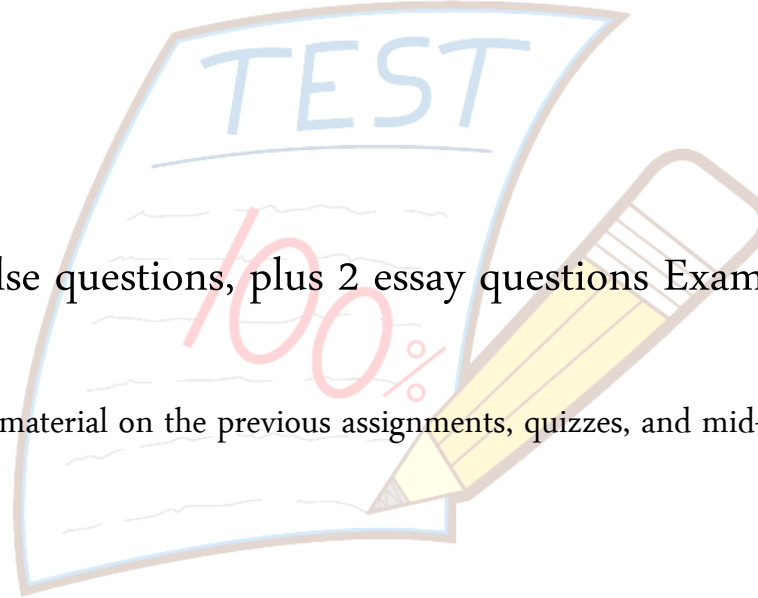


Exams

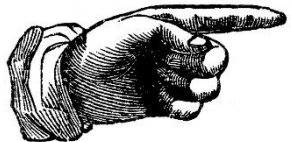
Midterm Exam has 40 multiple-choice and true-false questions. Exam date Feb. 28th, in the class

Final Exam has 60 multiple-choice and true-false questions, plus 2 essay questions Exam date May 2nd

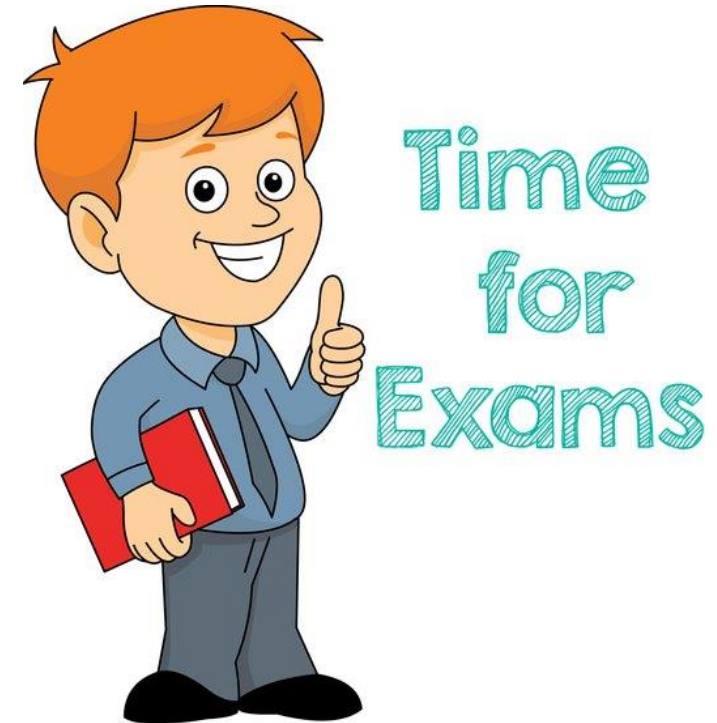
- The final exam is comprehensive, covering all the material on the previous assignments, quizzes, and mid-term exam.



Please Notice This



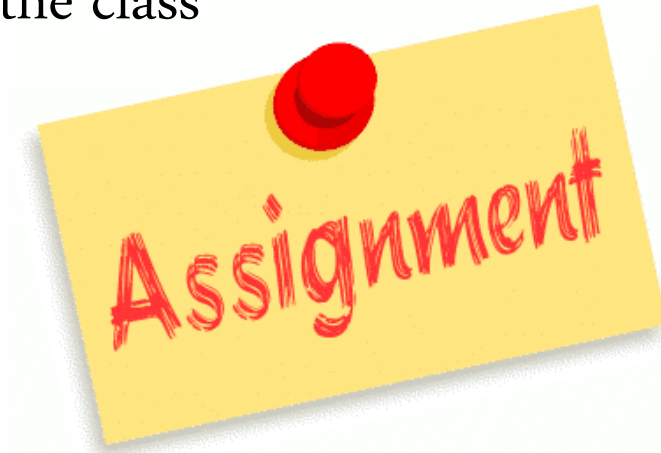
- Close books, close notes
- There will be **no early exams** and **no make-up** exam



Please **DO NOT** schedule trips or other events that will conflict with the exams or in-class tests

In-Class Tests

- Mostly written questions and filling the blanks, maybe multiple-choice, true-false questions occasionally
- Submit the assignment by the end of the class



Quiz & homework

➤ We will have 8 quizzes (in-class and take-home)

➤ Only top 5 scores will be considered

➤ The lowest one would be your extra credit

Quiz

➤ Just submit your HW and get a complete score!!

➤ Do a good job and get Extra credits 😊

FAIR ENOUGH



Class Attendance

- You will be counted absent if you are **more than 10 minutes late** or **leave after less than 45 minutes**.
- Deduct **0.5 points** for every missed class session over the **6-absence** limit



Class Participation

Class Interactions

- Students who actively involve in classes will get higher participation points.



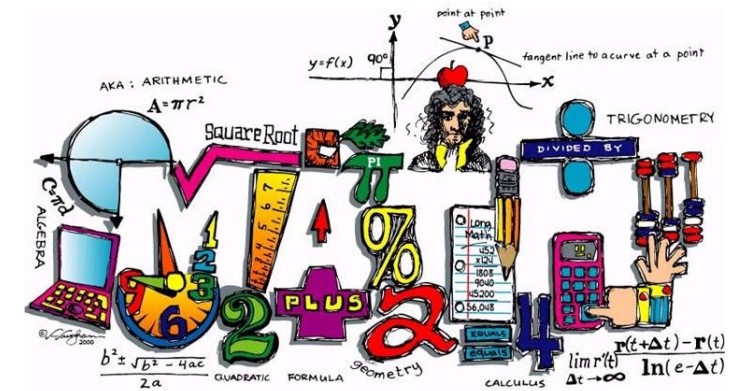
Communication

- The best way to contact me outside of class is via email
- Whenever you communicate with me through emails, do not forget to include **MKTG 352: Spring 2018** as the email subject.
- I will use Blackboard or emails, as needed, to share information



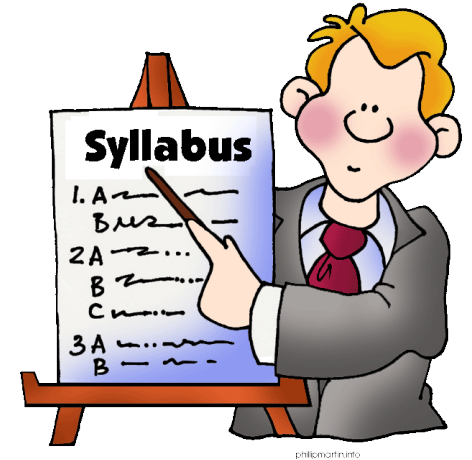
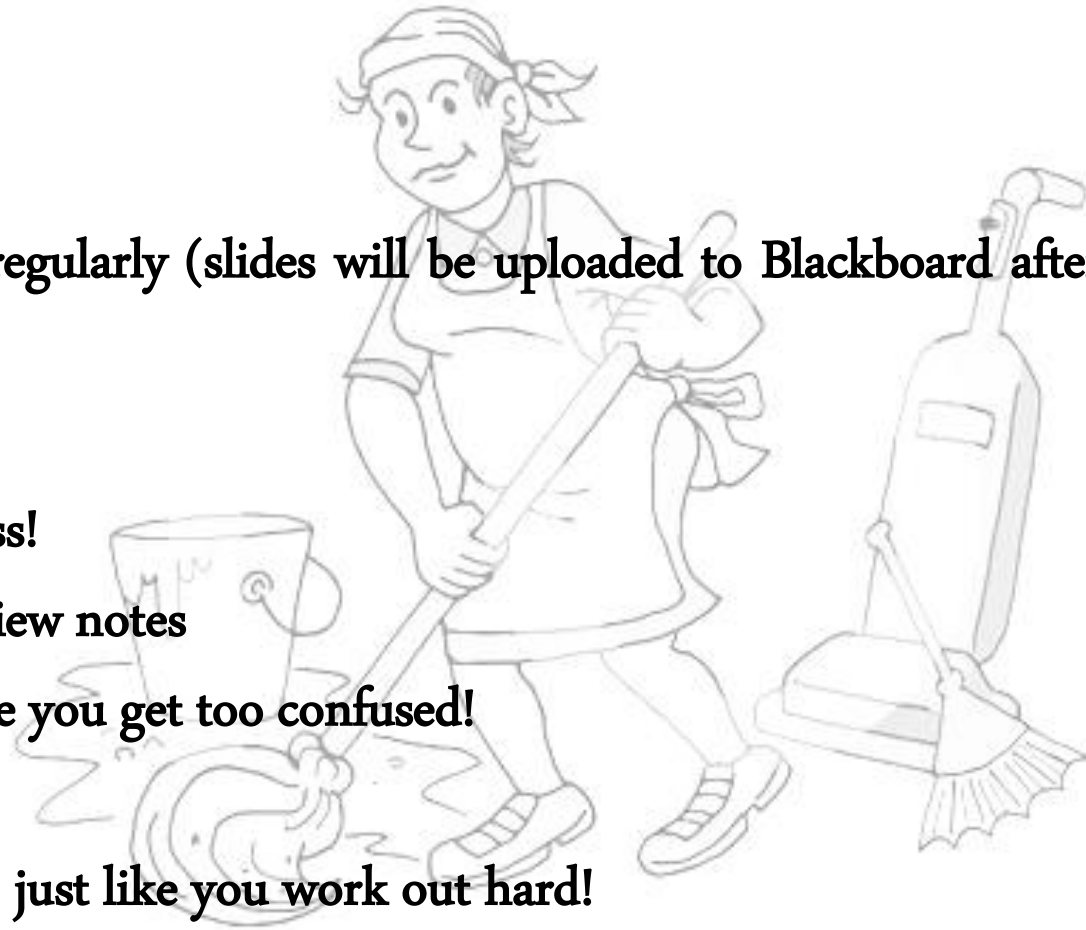
What You Should Expect

- At least half of the course materials are TECHNICAL and DIFFICULT
- HOWEVER, it is POSSIBLE to get a decent grade, if you study hard
- AND you will LEARN a lot, and hopefully you will make a lots of money.
- I will do my best to help...



Housekeeping

- You're adults
- Study the syllabus
- Check Blackboard regularly (slides will be uploaded to Blackboard after each class)
- No talking in class
- Pay attention in class!
- Take notes, and review notes
- Ask questions before you get too confused!
- Please work Hard — just like you work out hard!



Office Location



4th floor, The Faculty Level, Room 401J

Office hours:

Mon & Fri 11am - 1pm, or by appointment



Home work #1

How much does it cost?

Due: Monday 22nd



MKTG 352

Principles of Marketing Research

Instructor: Sina Aghaie

Email: sina.aghaie@grad.moore.sc.edu

Office: DMSB, 4th Floor Marketing Department

Office hours: Mon and Fri 11am-1pm, or by appointment

Introduction

– Course Motivation

Business Analytics

Sticky notes

Business analytics:

- Focuses on developing new insights and understanding of business performance based on data and statistical methods.
- Tools used for data-driven or fact-based decision making.
- Scientific process of transforming data into the insights for making better decisions.

Business analytics categories:

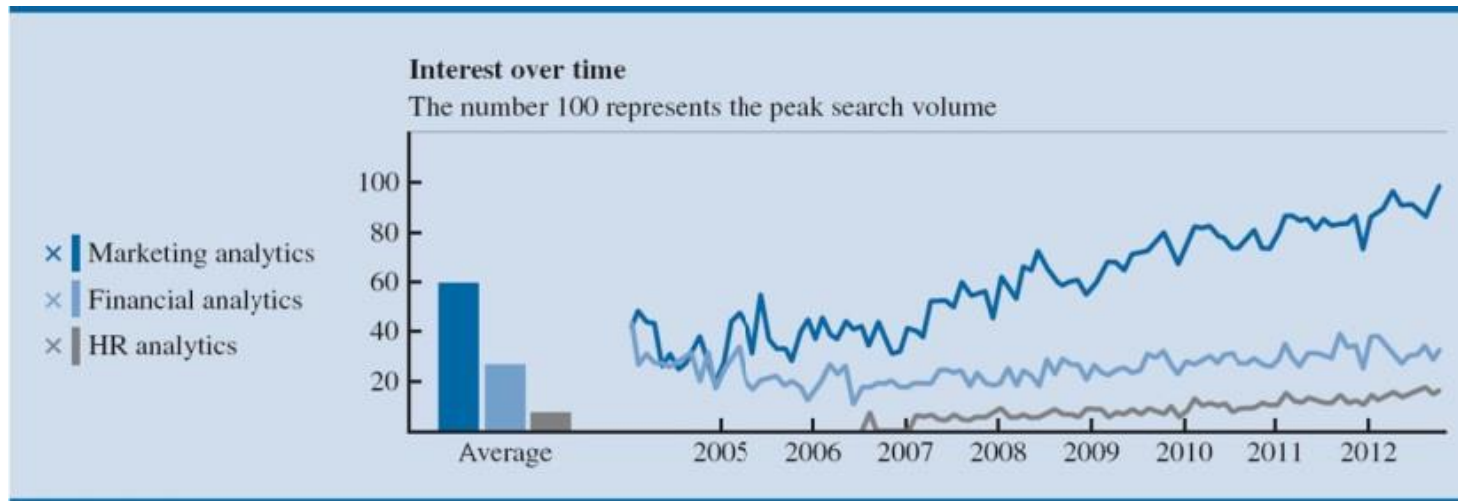
- Financial Analytics
- HR Analytics
- Marketing Analytics
- Accounting Analytics
- ...

Marketing analytics

Marketing Analytics

Marketing analytics:

- Provides insights on consumers
- Helps understanding and predicting consumer behavior and competitors' actions
- Is one of the fastest growing areas within analytics



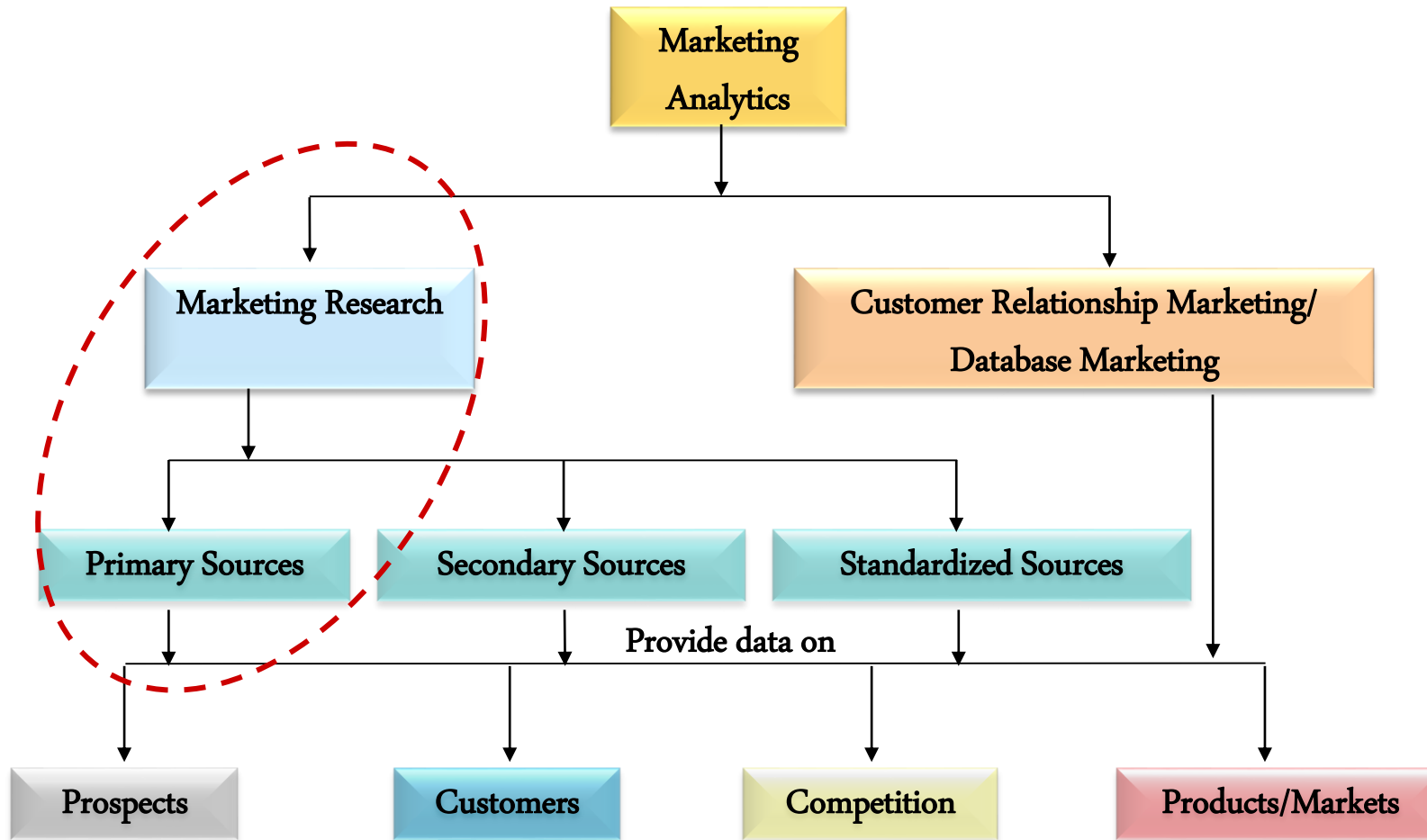
Marketing Intelligence/Analytics (MA):

The process of acquiring and analyzing information in order to understand the market (both existing and potential customers); to determine the current and future needs and preferences, attitudes and behavior of the market; and to assess changes in the business environment that may affect the size and nature of the market in future.”

- Cornish S. L

Marketing analytics

Sticky notes

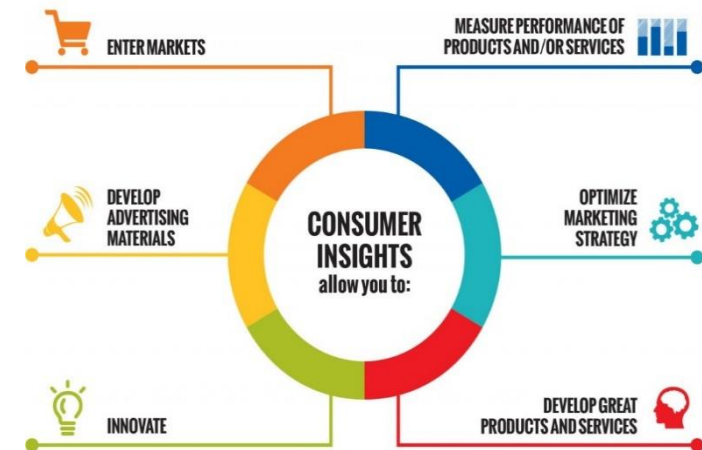


Marketing Research, a critical part of Marketing Analytics helps by providing accurate, relevant and timely (ART) information

Analytic' importance to firms

A better Understanding of consumer behavior through marketing analytics leads to:

- Better use of advertising budget
- Better Segmentation/Targeting and Positioning (STP)
- More efficient pricing strategy
- Improved forecasting of market demand/trend
- Improving customer acquisition and retention process
- Monitoring and evaluating market performance
- ...



Analytic' importance to firms

Sticky notes

... and those that know how to use it have outperformed their respective markets and have created competitive advantage

Percent



"Companies which are more data-driven are 5% more productive, and 6% more profitable" – MIT, Wharton, McKinsey, HBR

SOURCE: Bloomberg; Datastream; annual reports; McKinsey analysis

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Competitive Advantage :

Something that places a company or a person above the competition

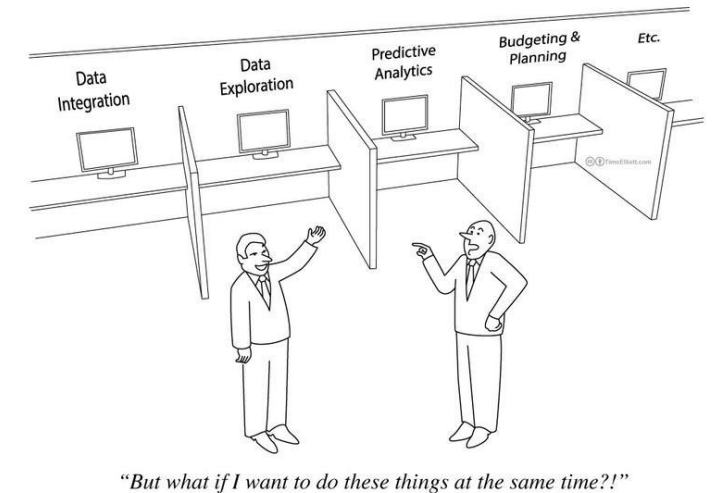
Analytic' importance to firms

However, many organizations:

- Cannot always generate the information they needed.
- Cannot generate insights fast enough to act upon it.
- Continue to incur huge costs due to uninformed decisions and misguided strategies

The reasons:

- The analytics processes require data management, exploratory analysis and modeling.
- Skills in statistics, econometrics, and computer science are scarce.



Analytic' importance to you

The Analytic skills are in the high demand

"We project a need for 1.5 million additional managers and analysts in the United States who can ask the right questions and consume the results of the analysis of Big Data effectively."

Source: Big data: The next frontier for innovation, competition, and productivity, McKinsey report

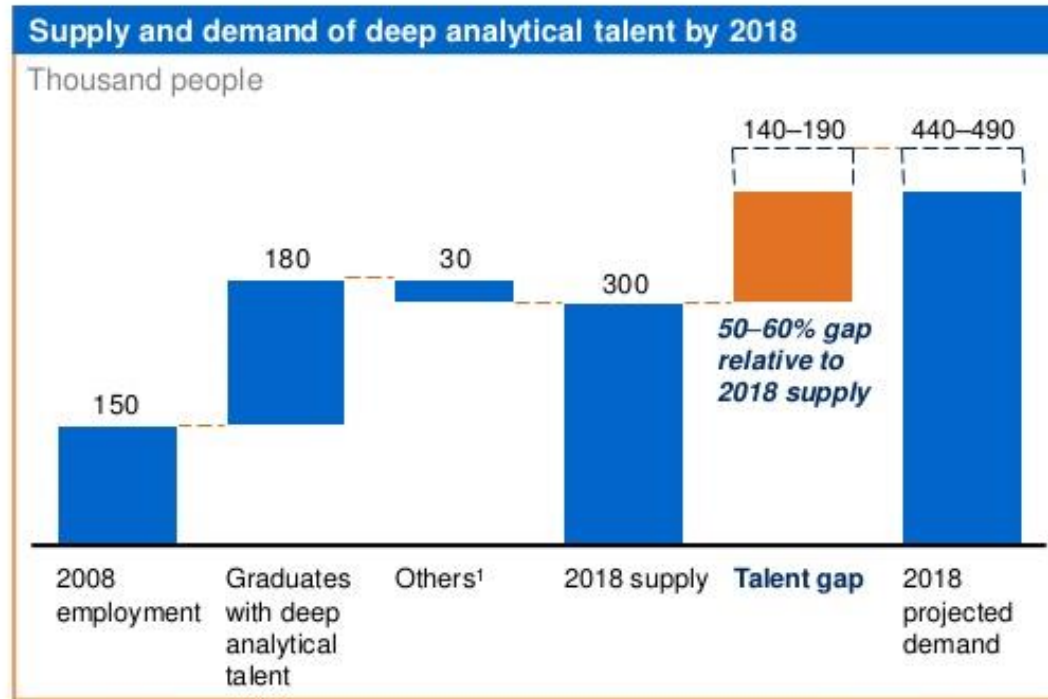
McKinsey&Company

Why Big Data Analytics is the Best Career Move?

- Soaring Demand for Analytics Professionals
- Huge Job Opportunities & Meeting the Skill Gap
- Salary Aspects
- Numerous Choices in Job Titles and Type of Analytics
- Big Data Analytics: A Top Priority in a lot of Organizations
- Analytics: A Key Factor in Decision Making
- Big Data Analytics is Used Everywhere

Analytic' importance to you

Demand for deep analytical talent in the US could be 50-60% greater than its projected supply by 2018



¹ Other supply drivers include attrition (-), immigration (+), and reemploying previously unemployed deep analytical talent (+)

SOURCE: US Bureau of Labor Statistics; US Census; Dun & Bradstreet; company interviews; McKinsey Global Institute analysis

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Sticky notes

“Competitive strategy is about being different. It means deliberately choosing to perform activities differently or to perform different activities than rivals to deliver a unique mix of value.”

-- Michael Porter

#BE DIFFERENT

Marketing Manager Job Ads

AT&T

Key Requirements

- **Strong analytic and fact-based decision-making skills**
- Proven ability to translate ideas and vision into product definition and requirements
- Proven ability to launch and support ideas and vision
- Proven ability to work on and track multiple projects simultaneously
- Proven ability to successfully partner with other organizations including technology, go-to-market, and device teams
- Strong strategic thinking skills

Unilever

Key Requirements

- 3-5 years of marketing experience
- Master degree
- Excellent oral and written communication skills
- **Analytical/quantitative skills**
- Complex project management skills, team leadership skills
- Outstanding interpersonal and communication skills
- Ability to operate in an aggressive, dynamic environment, and to provide innovative approaches in a team-based structure
- Ability to work independently and entrepreneurially

Marketing Manager Job Description

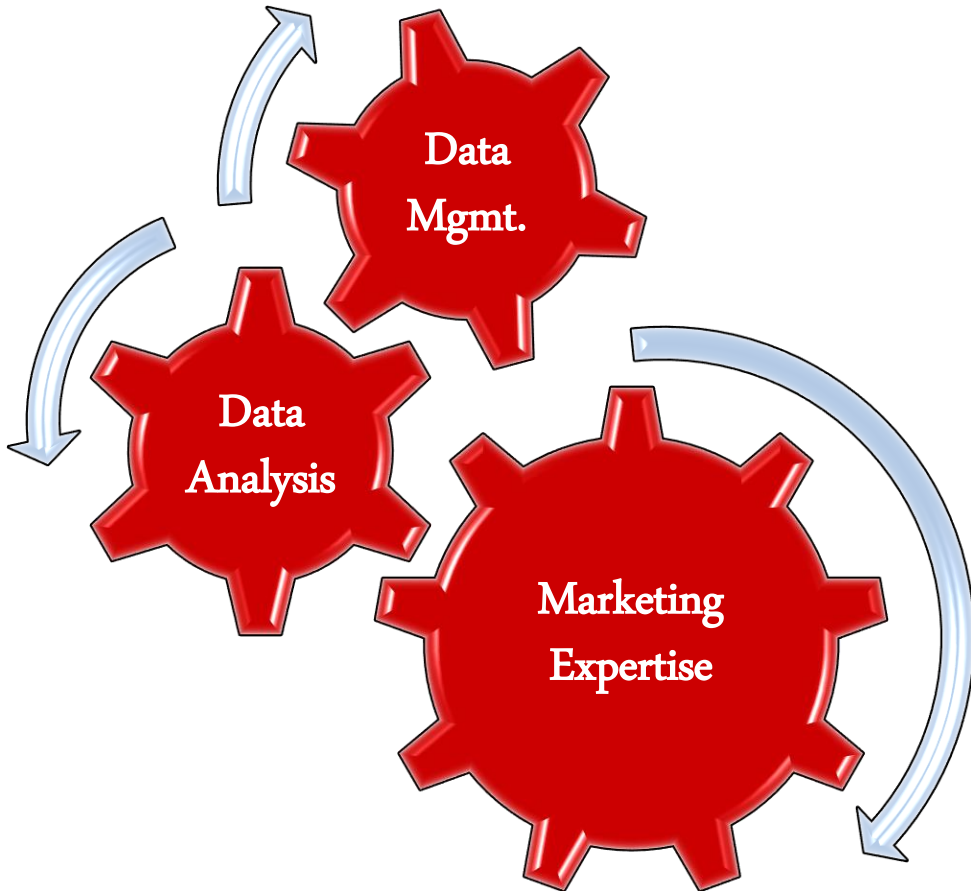
O*NET

- The O*NET program is the nation's primary source of occupational information.

<https://www.onetonline.org>



What it Takes?



Data Management

- Collect, store, retrieve and prepare data

Data Analysis

- Find pattern in data
- Specify method of analysis
- Formulate models
- Estimate with the software

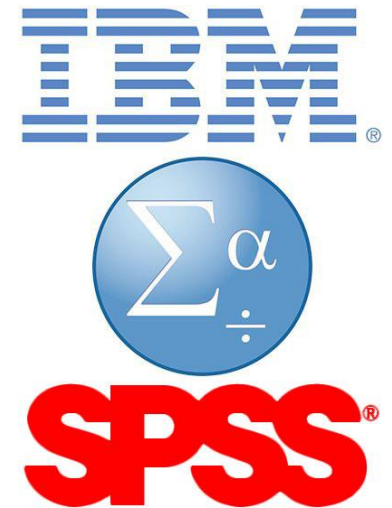
Marketing Expertise

- Analyze Business Situation
- Identify Data requirement
- Interpret Results and translate into recommendation

Software

Software: You will need access to the SPSS student software package. There are several ways that you can get SPSS.

You may get a 6-month license for \$45 from <http://www.onthehub.com/spss/>.



Are You Ready ?

Anyone planning a career in business should understand what marketing research can do