MKT 685: Experimental Design and Analysis

Instructor: Dr. Christine Ringler
Class Time: 2:30-5:20 PM, Thursday
Location: 1 Washington Park, Room 202
Office Hours: By Appointment, Room 1029b
Email: cringler@business.rutgers.edu

Course Objectives
This course has two primary goals:

1. **Basic Research Skills:** This course covers the basic skills needed to conduct behavioral science research. These skills include hypothesis generation, drafting research plans, creating research procedures, selecting outcome measures, conducting analyses and writing up results in accordance with marketing journal standards. In addition, the course addresses the ethical issues and corresponding guidelines that responsible research entails.

2. **Intro and Intermediate Statistics.** The course will review some basic statistical principles, and will cover inferential statistics (t tests, ANOVA, planned contrasts) and measures of association (covariation, correlation, regression, and moderated multiple regression).

Course Overview
This course is designed to supply a working knowledge of research methods by covering the basic skills and principles needed to conduct original behavioral research. The course approaches research methods from a social psychological and consumer behavior perspective. Much of the consumer behavior research, by necessity, involves the design and running of experiments both in the lab and in the field. Thus, it is important that all marketers be aware of the issues related to research ethics, impact and control, design standardization and innovation, and the avoidance of bias. These concerns, and the methods developed to address them, pertain to nearly all the social sciences and it is important to have an understanding of these methods so you can approach and accurately evaluate behavioral work conducted by you or other authors.

Course Materials


Additional readings will be posted on blackboard.
Grading

Participation 50 points
Assignments 200 points
Experiment Design and Execution 250 points
Semester Paper 350 points

Final Letter Grade

A  90% and above, 765 points and above
B+ 87-89.999%, 739.5 – 764 points
B  80-86.999%, 680 – 739.4 points
C+ 77-79.999%, 654.5 – 679 points
C  70-76.999%, 595 – 654.4 points
D  60-69.999%, 510 – 654 points
F  59.999% and below, 509 points and below

Course Policies

Religious Observance: If you cannot attend a particular class because of religious reasons, please make arrangements with me at least one week ahead of time so we can make alternate plans for covering the material.

Promptness: Active participation is essential for enhancing your learning of the material, and regular attendance will be important should you wish to do well in the course. When you choose to come to class, you are expected to arrive on time, and to be prepared to talk about the assigned readings and eager to participate in class discussions. Failure to meet these expectations will result in a lower grade.

For days in which assignments are due, you will be required to turn them in promptly at the start of each class. Points will be deducted for assignments turned in after the start of class.

Please notify me as early in the term as possible if you anticipate excessive absences due to observation of major religious holidays, or other approved activities. It is the student’s responsibility to keep informed concerning all material covered and assignments made. Absences, whether excused or unexcused, do not absolve the student from this responsibility.

Regrading: If you believe an error has been made in grading your assignments, you may request a re-grade by doing the following:

i. Write a brief note to me (by e-mail) explaining why you think there is an error. I may ask you to re-submit the assignment.
ii. All re-grade requests must occur within seven (7) calendar days of the day graded material is returned to the class or the final course grade is posted.
iii. I reserve the right to re-grade the entire contents of any submitted assignment. Your grade may go up or down.
**E-Mail:** When sending me an email, please include “MKT 685” in the subject heading. I have a filter that will allow me to give priority to your emails. This is also the best way to contact me with any questions.

**Academic integrity**

Rutgers has clearly articulated policies governing academic integrity. Students are encouraged to carefully review the policy on Student Conduct. Any deviation from these expectations will result in academic penalties and disciplinary action.

You may also not distribute assignments, cases, or exam questions used in this class to any other student who might take the course in the future. If there is any doubt regarding how the honor code applies to any aspect of this course, please contact me.

**Turnitin:** The semester paper must be uploaded to the Turnitin website by 5 pm on the due date. Turnitin assesses originality and similarity to books and other papers, if 25% or more is similar to another paper or less than 75% original, you will automatically fail the assignment.

**Exercises and Assignments**

Throughout the semester, you will be required to complete several projects and exercises, sometimes to be completed outside of class, and at other times to be completed within the scheduled class time. Specific details for each lab will be provided separately.

**Grading Criteria**

All work is graded for both form and content: content is defined as meeting the objectives of the assignment, and form includes both the clarity of communication and presentation and conciseness. Grading for each project (both the oral presentation and written reports) will be assessed using the following five criteria:

1. **Clarity:** careful, well-organized preparation (including spelling, syntax, and punctuation)
2. **Conscientiousness:** thorough coverage
3. **Course Relevance:** pertinence to key concepts in Consumer Behavior
4. **Conciseness:** fitting within the page or time limit
5. **Creativity:** imagination, insightfulness

**Formatting Guidelines for ALL Submitted Work**

I am very particular about any work submitted, either as part of a visual presentation to the class or as any hard-copy presentation. If I find 5 or more grammatical, spelling, or formatting errors, 5% will be deducted from your score on the project. I hope never to have to do this: please consider this simply a form of motivation to you to proofread your work before submitting it.

Typewritten reports are due at the beginning of class on the date assigned. 5% will be deducted for all assignments turned in after the start of class and an additional 5% for all assignments turned in after class is over. An additional 10% will be deducted for each additional day the
assignment is late. All reference sources must be properly cited at the end of the report. If the report is the work product of a team, and not just of an individual, only a single report is due.

The following formatting criteria apply to ALL submitted work:
- Typed in 12-point font
- Double-spaced
- Standard one-inch margins (top/bottom, left/right)
- Numbered pages, at the bottom
- Stapled in the upper left-hand corner or bound
- Cover page with title of assignment, your name(s), and date submitted

**Disability Accommodations**

If you have a disability and need accommodations to fully participate in this class, be sure to contact the Disability Resource Center (DRC) immediately. All accommodations must be approved through the Disability Resource Center. For individualized academic adjustment based on documented disability, please see Professor Ringler by the end of the second week of the semester.

**Contact and Office Hours**

I welcome you to set up an appointment for extra help with the material, to discuss your progress in the course, or to talk about your education and career plans.
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<thead>
<tr>
<th>Session Date</th>
<th>Topic</th>
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| 1 – 1/22     | Introduction and Research Ethics  
               Stanford Prison Study | Aronson et al. Chapter 3  
               Washington Post Article |
| 2 – 1/29     | Generating Research Ideas  
               Independent and Dependent Variables | Homework – IRB Certification  
               Trochim and Donnelly Chapter 1 pg. 8-10, 24-30  
               Variable Identification Task  
               Sign-Up for an Article on Sampling |
| 3 – 2/5      | Sampling and External Validity  
               Construct Validity  
               Scales and Indexes | Trochim and Donnelly Chapter 2, except  
               Section 2-3  
               Lynch 1982  
               Winer 1999  
               Lynch 1999  
               Sampling Article Discussion  
               Trochim and Donnelly Chapter 3, 3-1,  
               1a, 1c, 1h, 2b, 2c, 2d, 2e, 3-3, 3a  
               Trochim and Donnelly Chapter 5, 5-1,  
               1a, 1b, 5-2, 2a, 2c, 5-3  
               Haws 2012  
               Homework – Measurement Exercise  
               Homework – Reliability and Validity |
| 4 – 2/12     | Survey Research  
               Internal Validity | Questionnaire Organization  
               Two Critical Issues in Questionnaire Design  
               Fowler, Chapter 6  
               Fowler, Chapter 7  
               Trochim and Donnelly Chapter 4  
               Trochim and Donnelly Chapter 7  
               Research Question Homework |
| 5 – 2/19     | Experimental Designs | Experimentation in Social Psychology  
               Laboratory Experimentation  
               Laboratory Research: A Question of When, Not If  
               Checking the Success of Manipulations in Marketing Experiments  
               Trochim and Donnelly Chapter 9  
               Trochim and Donnelly Chapter 11  
               IRB Forms: Exempt Form, Questionnaire, Cover Letter, Procedure |
<p>| 6 – 2/26     | No Class – SCP Conference |  |
| 7 – 3/5      | Individual Meetings | Semester Project Experiment Design |</p>
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<td>8 – 3/12</td>
<td>Data Prep, Power, and Entry Intro to SAS and SPSS</td>
<td>Trochim and Donnelly Chapter 12</td>
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<td>Green and Salkind</td>
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<td>9 – 3/19</td>
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<td><em>Spring Break</em></td>
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<td>10 – 3/26</td>
<td>T-Tests</td>
<td>Trochim and Donnelly Chapter 14</td>
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<td>One Way ANOVA</td>
<td>Green and Salkind</td>
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<td>11 – 4/2</td>
<td>Two Way ANOVA</td>
<td>Keppel pp. 167-205</td>
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<td></td>
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<td>Green and Salkind</td>
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<td>12 – 4/9</td>
<td><em>Data Collection in Behavioral Lab – Plan to Work at least One Day</em></td>
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<td>13 – 4/16</td>
<td>Planned Contrasts, Post Hoc Tests</td>
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<td>14 – 4/23</td>
<td>Moderation and Mediation</td>
<td>Hayes</td>
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<td>15 – 4/30</td>
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<td><em>Presentation</em></td>
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Turnitin Account

- If you have ever had a Turnitin account, you should continue using it for any new classes you are taking which require Turnitin. You should not create another Turnitin account when you receive a new Class ID# and Class Password (see Warning below). Instead, you can add any number of classes to your already existing account.

To enroll in a class using your pre-existing account, please do the following:

1. Go to www.turnitin.com
2. Click on the "Log In" button located toward the top right hand corner
3. Log into your account by typing the email address and password* you used previously.
4. Once logged into your account, click on the “Enroll in a Class” tab to the upper left of the screen. Type the numeric class ID# (9410326) and the case-sensitive class enrollment password (Thursday) that your instructor has given you.
5. Your class will show on your homepage, after being added to your account.
6. Click on the class name and you will see the assignments and submissions for that class.

- If you need to enroll in multiple Turnitin classes, you will need the class ID# and class password for each class, and repeat the steps above. Once you are enrolled in each class, you will not need that class ID# and class enrollment password again.

- If you do not remember your account password, you can navigate to https://www.turnitin.com/password_reset1.asp to reset your password.
For students creating a new Turnitin account for the first time:

Your instructor provides a Class ID # and enrollment password to the class in order for you to create your own account to use Turnitin.

1. Go to www.turnitin.com
2. Click on “Create Account” link in the upper right corner.
3. On the next window, where it says “Create a New Account” choose the “Student” link.
4. Follow the directions on the New User page. You must have a Class ID# (9410326) and class enrollment password (Thursday) to complete your profile. (Do not cut and paste into these fields.)
5. Once enrolled, your class will show on your homepage.
6. Click on the class name and you will see the assignments and submissions for that class.
   Once the initial student account with profile* is complete, you will only need to log into your account to see the class, or classes, in which you are enrolled. If you are enrolled in multiple Turnitin classes, you will need a class ID# and enrollment password for each class, in order to add the classes to your Turnitin account. Once you are enrolled in each class, you do not need that class ID and password again.

*The user Profile consists of an e-mail address, user password, optional personal information, and a set of user preferences.

Warning: Each student profile must be assigned a unique e-mail address in the Turnitin system. Students who have previously created a Turnitin profile will need to log in with the e-mail address and password that was originally set for the user profile. Creating duplicate accounts with duplicate class enrollments can cause issues. To fix these issues your instructor, possibly the school administrator, and the Turnitin Help Desk will need to be involved. To add new Turnitin classes to an existing account, please use the "Enroll in a Class" tab after logging in.

Helpful Definitions:

Class ID # - This is a unique identification number for your class. Your instructor will give you this number. You need this number to enroll in the class. If you do not have a Class ID# or have forgotten it, you must contact the instructor. Turnitin does not provide this information.

Password – Your enrollment password is provided by your instructor. If you have not received one, or the one you have is incorrect, you must contact the class instructor. Turnitin does not provide this information. (Reminder - All Turnitin passwords are case-sensitive.)