

# MKTG 4815 - Marketing Research and Analytics

Fall 2026 Syllabus, Section 01, CRN 40072,

Credit hours: 3

## Instructor

Doori Song

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## Public Instructor Information

**Instructor Title:**

Professor

**Instructor Professional Qualifications:**

PhD. Mass Communications (Advertising), University of Florida

MA. Advertising, Michigan State University

BA. Business, Dankook University

**Instructor Office Location:**

3371 Williamson Hall

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## Course Description

4815. Marketing Research and Analytics. Introduction to the major areas of marketing research. Problem definition, research design, gathering information and analysis to assist marketing management with the decision making process. Emphasis will be placed on using data and information in an applied context. Prereq.: MKTG 3703, 2.5 GPA. 3 s.h.

## Course Readings

| Group    | Title                                                    | Author              | ISBN          |
|----------|----------------------------------------------------------|---------------------|---------------|
| Optional | Essentials of Marketing Research: A Hands-On Orientation | Malhotra, Naresh K. | 9780137066735 |

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

## Schedule of Topics and Assignments

| Day | Date | Proposed Topic                                              | Due/To Prepare for Class |
|-----|------|-------------------------------------------------------------|--------------------------|
| Mon | 8/24 | Course Overview and Introduction                            |                          |
| Wed | 8/26 | Marketing Research Process                                  | Team Formation           |
| Mon | 8/31 | Overview of Secondary Research                              |                          |
| Wed | 9/2  | YSU Library Resources                                       |                          |
| Mon | 9/7  |                                                             |                          |
| Wed | 9/9  | Overview of Qualitative Research and Focus Group Interviews |                          |
| Mon | 9/14 | Qualitative Questioning Techniques                          |                          |



|     |       |                                                      |                                          |
|-----|-------|------------------------------------------------------|------------------------------------------|
| Wed | 9/16  | Qualitative Data Analysis                            |                                          |
| Mon | 9/21  | Test 1                                               |                                          |
| Wed | 9/23  | Quantitative Research: Survey & Experiment           |                                          |
| Mon | 9/28  | Measurement                                          |                                          |
| Wed | 9/30  | Quantitative Questions Development                   |                                          |
| Mon | 10/5  | Team Project Meeting                                 |                                          |
| Wed | 10/7  | Secondary + Qualitative Research<br>Presentation (1) | Project Report and Presentation File Due |
| Mon | 10/12 | Secondary + Qualitative Research<br>Presentation (2) | Team Member Evaluation Due               |
| Wed | 10/14 | Sampling Methods<br>Web Survey Platform (Qualtrics)  |                                          |
| Mon | 10/19 | Data Analysis & Application (1)                      |                                          |
| Wed | 10/21 | Data Analysis & Application (2)                      |                                          |
| Mon | 10/26 | Test Review Day                                      |                                          |
| Wed | 10/28 | Test 2                                               |                                          |
| Mon | 11/2  | SPSS Session 1                                       |                                          |
| Wed | 11/4  | SPSS Session 2                                       |                                          |
| Mon | 11/9  | SPSS Session 3                                       |                                          |
| Wed | 11/11 |                                                      |                                          |
| Mon | 11/16 | Test Review Day                                      |                                          |
| Wed | 11/18 | Test 3                                               |                                          |
| Mon | 11/23 | Team Project Day                                     |                                          |
| Wed | 11/25 |                                                      |                                          |
| Mon | 11/30 | Final Presentation 1                                 | Project Report and Presentation File Due |
| Wed | 12/2  | Final Presentation 2                                 | Team Member Evaluation Due               |
| Mon | 12/7  | Finals Week Schedule: Make-Up Test                   |                                          |
| Wed | 12/9  |                                                      |                                          |

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.