



**MGT 3310: Marketing Research and Analytics
Summer 2026 - Oxford**

JCR – Mansfield College, MTWTh 11:20am – 12:50pm

Instructor: Michael Lowe and Timothy Halloran

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Office hours: ANYTIME – just set up an appointment.

*The best way to contact me is via email. I check it regularly and will get back to you as soon as possible, most likely within 24 hours unless it is a weekend or holiday. Feel free to text me too if needed.

Students requiring accommodations or special assistance with course requirements should contact me as soon as possible to discuss appropriate academic accommodations for qualified students with disabilities.

COURSE OBJECTIVES

1. To understand the function, role and scope of marketing research and analytics in a business, and become familiar with the basic principles of marketing research and analytics and basic statistical approaches and models in marketing analytics.
2. Begin to be able to:
 - a. Generate market intelligence by identifying and analyzing marketing-relevant quantitative and qualitative data, trends, issues and opportunities for a business.
 - b. Respond to market intelligence with smart, strategic, sound marketing decisions.

COURSE MATERIALS

Most necessary materials including readings and data will be posted to Canvas. It is possible that we will use some business cases in this class, in which case students will need to purchase the cases directly.

Course Evaluation

1. Class Attendance: Ten percent of your course grade will simply depend on whether you made the effort to be present in class during lectures. In class we will hold important discussions and introduce the basic analytical tools outlined in the syllabus. You and your other classmates will get more out of class if you will be present, be attentive, and participate. Penalties to final grades beyond the component weight may be applied if absences become an issue. You'll be contacted by the instructors to alert you in this case.
2. Section Quiz and Exams: At the end of each course section there will be an exam covering the content from that section. These may include a combination of qualitative (i.e. comprehension-based) and quantitative (data and analysis-based) questions. The

objective is to demonstrate mastery of the content for that course section. These will likely be take-home, involve data, and will likely be self-graded.

3. Final Project: The final project will be an open-ended assignment allowing you to work on any research project or idea that interests you. You will be responsible for each of the following phases of research.
 - a. Conceive. Propose a research question that is of interest to you. This can be something regarding marketing or business (slightly preferred) or can involve some other subject or topic of interest. Get your research idea approved by instructor.
 - b. Plan. Develop a research plan with clear research objectives, questions and hypotheses. Identify and define your constructs. Think about how you will operationalize those constructs and where you will source data from. Form an analysis plan.
 - c. Collect. Obtain, assemble, or generate relevant data or datasets that will allow you to answer your research questions. Clean, organize and prepare your data as needed for your planned analyses. Include at least one quantitative and one qualitative data source.
 - d. Analyze. Perform your data analyses. Adjust and update as you learn.
 - e. Report. Report your key findings using tables, charts, model output, etc. Provide your findings with clear interpretation and and decision-making implications.

The deliverable for this final project will be a research report (word document, PDF, or slide deck) outlining your research objective, process, analysis, results, interpretation and recommendations. You will be graded on the quality of your conceptualization, collection, analysis, reporting and interpretation.

Course Components, Weights and Schedule

Component	Weight	Grading Distribution
Class Attendance	10%	A: 90-100 B: 80-89.9 C: 70-79.9 D: 60-69.9 F: < 60
Section Exams (4 @ 15% each)	60%	
Final Project	30%	
TOTAL	100%	

*Please note that course components are open to change at the discretion of the instructor. And changes will be discussed and announced in class or via email and / or Canvas.

Date	Week	Lecture	Notes / Deliverable
June 30	Research Concepts (ML)	Intro / Syllabus / Basics	
July 1		Excel 1	Read: Backwards Marketing Research
July 2		Excel 2	
July 3		Excel 3	
July 6	Empirical Modeling / Machine Learning (ML)	Radiant / R Basics 1	Prior to class: Download RStudio & Radiant
July 7		Radiant / R Basics 2	
July 8		Cluster Analysis	
July 9		Factor Analysis / MDS	
July 13	Empirical Modeling / Machine Learning (ML)	Regression Models	Due- Section Exam 1: Basics & Excel
July 14		Regression Models	<i>Regression, Logistic Regression, Multinomial Logit, Conditional Logit, Churn (supervised ML), Random Forest, Choice-based Conjoint</i>
July 15		Choice-based Models / NLP / Text Analysis	
July 16		1 st Half Course Review	
July 20	Survey Design and Implementation (TH)	Developing the Screener and Questionnaire	Due- Section Exam 2: Modeling & Analytics
July 21		Qualtrics Workshop	
July 22		Sampling and Sample Size	
July 23		Crosstabs/ANOVA	
July 27	Qualitative Research (TH)	Ethnography/Interviews	Due- Section Exam 3: Survey Design
July 28		Focus Groups	
July 29		Mock Focus Group	
July 30		Secondary Data	
Aug 3	Recap and Presentations	2 nd half course review (TH)	Due- Section Exam 3: Qualitative Research
Aug 4		Meetings with TH on presentations	
Aug 5		Meetings with TH on presentations	
Aug 6		Final Project Presentations (2)	Due- Final Project Presentation Slides
Aug 8		Final Project Presentations (2,2)	