ECON5960–03 UtahCRG I: Real World Research
FALL 2014: Wed 10:45am-1:45pm
Instructor: Luciano Pesci, Brad Hatch
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3 Credit Hours
Classroom: OSH 273 (Computer Lab)
Office: OSH 209
Office Hours: By appointment

Course Description: This course teaches a data driven research approach to decision making. This consists of problem definition, model development, data collection, data analysis, model validation, and using the research findings to solve the original problem. Various qualitative and quantitative methods will be discussed. Students use this approach while working on real-world projects through the Utah Community Research Group (UtahCRG) and its partners.

Course Objectives:
1. To teach you data driven approaches for decision making
2. To provide you with real-world research experience
3. To serve local organizations in need of research

Grade Breakout:

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	<60	F

Quizzes (15%):
Quizzes will be randomly given on assigned reading **before** it is discussed in class. Our hope is you will come to class prepared to discuss the material, which will help your project.

Assignments (40%):
Assignments include all non-project related work. There will be 4 during the semester (secondary research, questionnaire design, analysis, presentation creation) each worth 10%.

Project (45%):
This includes all project related working and an after semester assessment by your team members, the client, and us. *The completion of this project will require approximately 100-150 hours of direct work for/with the client (outside of the class).*

Textbooks & Articles*

Required:

    Malhortra, Naresh K. *Marketing Research: An Applied Orientation, Sixth Edition*, (ISBN: 978-0136085430).

Strongly Suggested:

    Keller, Gerald. *BSTAT*. (ISBN: 978-0538479820).

In addition to the textbooks listed there may be articles and sections from other texts posted on Canvas.

Software (available in OSH 273 or via CSBS Virtual Lab)

    SPSS
    Microsoft Office 2007

Americans with Disabilities Act:

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the instructor and to the Center for Disability Services, http://disability.utah.edu/, 160 Olpin Union Building, 581-5020 (V/TDD) to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Service.

**Course Outline**
Date	**Topic**	**Readings**
8/27	**Course Introduction**: Syllabus & Welcome	
9/3	Research Approach & Design	Malhotra 1 & 2
9/10	**Qualitative Research Design**: Exploratory Research, Depth Interviews & Focus Groups	Malhotra 3, 4 & 5
9/17 **Assignment 1: Secondary Research**	**Secondary Research Workshop**	
9/24	**Quantitative Research Design**: Survey, Observation & Sampling	Malhotra 6 & 11, BSTAT Handout
10/1	**Questionnaire Writing & Fieldwork**: Questionnaire, Qualtrics Training, & Data Prep	Malhotra 9 (p 272-285), 10, 13 & 14, Qualtrics tutorial videos.
10/8 **Assignment 2: Questionnaire Design**	**Questionnaire Writing Workshop 1**	
10/15	**No Class (Fall Break)**	
10/22	**Stats Review 1**: Variable type, Descriptives/Graphs, xtabs	Malhotra 8 (p 248-256), 15 & 16, and SPSS Tutorial Videos.
10/29	**Stats Review 2**: correlation, t-tests & ANOVAs	Malhotra 8 (p 248-256), 15 & 16, and SPSS Tutorial Videos.
11/5	**Regression Analysis**: Simple Linear Regression and OLS Assumptions	Malhotra 17, BSTAT Handout.
11/12	**Analytics Workshop 1**	
11/19 **Assignment 3: Analysis**	**Analytics Workshop 2**	
11/26	**Final Deliverables**: Excel/PowerPoint Basics & Presentation Training	Malhotra 23
12/3	**Report Creation Workshop 1**	
12/10 **Assignment 4: Presentation**	**Report Creation Workshop 2**	
Week of 12/17	**Presentation of Findings to Client**	

Note: This is a tentative schedule and is subject to change. If changes are necessary a revised course schedule will be provided to you.