MKT 70300
Research Methods III: Quantitative Research in Marketing
Wed 10:00 AM – 12:00 PM
Online
Spring 2021

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The goal of this module is to teach students techniques to run important tests in behavioral sciences, including moderation, mediation, and a combination thereof. Students will also learn how to apply these models on peculiar datasets collected from secondary sources (e.g., social media data, nationwide surveys) or field studies, learning how to properly treat their idiosyncratic characteristics, including non-normal distributions (e.g., likes on Facebook, number of products purchased) and nested structures (e.g., multiple observations per individual, individuals nested in cities or countries).

This is a practice-oriented course; this means that although some statistical background will be covered during the semester, the ultimate goal of the class is to help students acquire proficiency in running tests and interpreting outputs of the different techniques that will be covered during the semester.

Learning Outcomes

Upon successfully completing the course, the student will

1. Understand how to prepare data for analysis.
2. Understand the concept of mediation and moderation, and know-how to test a combination of different mediation and moderation models.
3. Be able to choose and apply the correct parametric statistical test given the character of the data.
4. Feel comfortable using both SPSS and R to analyze data.
5. Be able to interpret the outputs from both SPSS and R.
6. Understand how to identify and avoid major pitfalls in behavioral data analysis.

Learning approach

This is a practice-oriented course. Students should bring computers to the classroom so they can practice the analyses in class. There will be home assignments every week. At the end of the program, students will be given an in-loco exam where they will be asked to perform data analysis and report it in a paper/study format to demonstrate mastery over the techniques learned in class.

Course grading

- Home assignments………………..………..….40%
  Home assignments have to be delivered by the beginning of each class electronically (by
  email). Assignments will be graded binomially; this means that either they will be
  accepted or not, following the general guidance below:
    - Not delivered or not acceptable (0): the exercise was not delivered on time or is
      not acceptable for one of the following reasons: (a) student did not apply the
      technique or analysis learned in class; (b) student did not attempt to interpret
      output properly.
    - Pass (1): the student made an honest attempt to solve the exercise using the
      knowledge or techniques learned in class (this means that the answer may not be
      correct, but the student made an honest attempt to get it right).

- Analysis and reporting of your own dataset…….20%
  You will be required to analyze a new dataset of your own and report it consistent with
  the standard on the field; the grading will vary from 0 to 100. The student receives 100 if
  (s)he prepared properly the data for analysis, analyzed the data using the right technique,
  and reported the results properly.

- Final exam…………………………………….40%
  The final exam will receive a regular grading from 0 to 100. The student receives 100 if
  (s)he prepared properly the data for analysis, analyzed the data using the right technique,
  and reported the results properly.

Preliminary course planning (subject to change)

Week	Topic
1	Review of basic statistical concepts and tests
2	Data preparation using R
3	Moderation analysis using SPSS and R
4	Moderation analysis using SPSS and R
5	Mediation analysis using SPSS and R
6	Moderated mediation using SPSS (PROCESS)
7	Creating indexes and checking for the independence of constructs/common method bias
8	Non-normal outcomes: Binary logistic regression and GLM
9	Non-normal outcomes: Binary logistic regression and GLM
10	Moderated mediation using R: An application for GLM models
11	Hierarchical/Mixed models
12	Hierarchical/Mixed models
13	Quasi-experimental designs and dealing with lack of random assignment
14	Exam