

USC Marshall

School of Business

University of Southern California

Marshall School of Business

BUAD 494 – Honors Research Seminar: Marketing Fall 2019

Wednesday

10 am – 11:50 am

HOH 706

Professor

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Office: Hoffman Hall, Room 324
Office hours: By appointment

Course web page: <https://blackboard.usc.edu/>

Department

Marketing Department
Hoffman Hall, Room 331
Phone: (213) 740-5033
Hours: Monday to Friday 9 am – 5 pm

Course Description

This class builds on and is a continuation of BUAD 493 (Honors Research Seminar). The class aims to prepare and support students in conducting the empirical research required for their honors thesis. This includes but is not limited to: fulfilling any necessary human subject requirements, designing and implementing empirical studies for the student's honor thesis, analyzing primary and secondary data, documenting procedures and communicating results of studies conducted, etc. This class requires heavily on independent work by the students in close consultation with the class instructor. Students will submit a term paper that serves as the basis of their honors thesis.

Students are strongly encouraged to participate in the Annual USC Undergraduate Research Symposium in the spring and share their findings to a broader audience.

Learning Objectives

The intention of this class is to develop your ability to

- Design and implement empirical studies
- Conduct appropriate analyses of data collected through empirical studies
- Effectively document and communicate data collection and analyses procedures as well as empirical findings.
- Write a complete academic research paper.

Prerequisites and/or Recommended Preparation:

This course is only open to Marshall students who have been invited to participate in the Marshall Undergraduate Honors Program and who have successfully completed BUAD 493. Advanced classes in marketing are highly recommended as a basis for students to refine their research ideas.

Honors Requirement

The formal requirements to graduate with Marshall Honors are:

- Pass BUAD 493
- Pass BUAD 494
- Graduate with 3.5 or above GPA in the major
- Graduate with 3.3 or above overall GPA

Course Format

This class will consist of discussions, tutorials, and student presentations. Your participation is crucial to the success of this class. The more each of you will contribute to this class, the more we will all get out of it.

Course Materials

Throughout the semester I will assign different academic readings that will serve as the basis of our class discussion. To the extent that they are available I will also share papers presented in the marketing seminar series prior to each presentation. Articles will either be handed out in class or made available on electronic reserves (<https://usc.ares.atlas-sys.com>). It will be the student's responsibility to obtain these materials if a class session is missed for any reason.

This book serves as a general guide of the research process:

O'Leary, Zina: The Essential Guide to Doing Your Research Project, Sage (2nd Ed.) (2014).

Communication:

The best way to reach me is via email. I access my email many times a day – a lot more often than I remember to check my phone messages. I am in the office throughout the week, so please feel free to stop by to ask questions about the class or marketing in general. If you want to discuss your project or just want to make sure I am actually available, please email me to set up a meeting.

Attendance Policy

- Class attendance is expected. Attendance is a necessary component of your class participation grade.
- It is your responsibility to be aware of all handouts distributed and announcements made in class.
- If you have to miss class, you are responsible for getting notes, etc. from other students and for making up the material we covered that day. If you are not able to attend please do notify me a priori.

Course Conduct

This should be an exciting, challenging and fun class for everybody. However, there are certain rules that I hope will help all of us to have a good experience.

- Don't be late or leave early, otherwise we will all feel like we are at the airport – not a place conducive to learning.
- Laptop and Internet usage is generally not permitted in class (exceptions will be announced for tutorial classes). Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted.
- Please arrive thoroughly prepared for the discussion. It is difficult to “hide” in small discussion classes and your preparation is generally evident.

Extra Credit Policy

Please note that there will be no opportunities to improve your grade through the completion of extra credit work.

Grading

Each Student will be assigned a final course grade (credit/no credit) based on his/her performance in the class.

Each student will be evaluated on the following basis:

Class contribution	8%
Assignments	
Speaker Series assignments (6% each)	12%
IRB protocol (draft and submission)	12%
Experimental data analysis	8%
Research results reporting write up	7%
Reflective Essay (Library Award)	8%
Term Project	
In-class Presentation	10%
Final Term Paper	35%

If you join the class after the first class, you are responsible for all content and deliverables that have already been assigned or covered.

Class Contribution

Class contribution will be assessed based on the relevance, depth, and consistency of participation. Attendance is a necessary part of contribution (being absent makes it extremely difficult to contribute in class) but it is not sufficient. When discussions take place, both quality and quantity of your contribution is important.

Class contribution also takes into account student activities that disrupt and/or hamper good class discussion. Engaging in disruptive activities will lower one's class participation grade, regardless of how valuable other contributions may be.

Assignments

Assignments are designed to prepare you further and to move you along the path of completing your honors thesis. Some assignments serve as preparation for our class discussion, while others build on what we learned in class. A short explanation and due dates for each assignment are noted below. More information will be provided in class.

Assignments must be turned in on time via email. Any assignment turned in late will be penalized. If you are unable to attend class on that day and cannot email your assignment, you have to make arrangements for it to be delivered to the classroom or to the marketing department office (HOH 307) on time.

Since the assignments aim at building a variety of skills necessary to write a successful thesis, you must turn in all required assignments for this class in order to pass the class (even if they are late).

Marketing Speaker Series and Assignment (reflection paper due Wednesday following the talk at 10 am)

As you discovered in the spring, marketing is an interdisciplinary area with people from many backgrounds studying theoretical or applied aspects.

In order continue your understanding of academic research in marketing I will again ask you to attend (at least) two academic seminars in the marketing department. These are seminars that the marketing faculty and Ph.D. students attend on a weekly/bi-weekly basis and will expose you to cutting edge research in marketing.

Seminars are held Fridays 9:30am to 11 am in ACC 310 (as in the spring there is free breakfast to make the early start easier ☺). Please plan to attend two seminars.

9/6	Jennifer D'Angelo (USC, Consumer Behavior) – practice job talk
9/6 1-2.30 pm	Amy Pei (USC, Quantitative Marketing) – practice job talk
9/13	Omid Rafieian (University of Washington, Quantitative Marketing)
9/20	Joshua Lewis (University of Pennsylvania, Consumer Behavior)
9/27 (timing may be different)	Eric Bradlow (University of Pennsylvania, Quantitative Marketing)
10/11	Dinara Akchurina (INSEAD, Quantitative Marketing)
10/25	Rhia Catapano (Stanford, Consumer Behavior)
11/1	Nicolas Padilla (Columbia, Quantitative Marketing)
11/15	Andrea Morales (ASU, Consumer Behavior)

While in the spring we had more senior presenters in the fall these (for the most part) are Ph.D. students or post-docs about to graduate and whom we are considering for a faculty position. Hence they are likely to have a paper to distribute before the presentation (unlike in the spring where people often did not send one).

For each seminar, I will distribute the paper that the presenter made available roughly a week prior to the talk (or as soon as it is available). If you selected to attend a specific date, I will ask you to read the paper before our meeting on Thursday of that week of the

talk and to briefly summarize in class what the paper is about. In particular I will ask you to draw the conceptual model the author/s want to test and to briefly discuss how they test this model. Then, following the talk, I ask you to submit a short (1 page) reflection paper that includes the conceptual model, your own summary of the paper, and discusses questions that arose in the talk (either questions that arose for you from the talk or questions that others asked during the talk – you now know it is a very lively crowd).

IRB proposal draft and submission (draft including supporting documents due 9/3 8 pm, submission due 9/13 6 pm)

In the spring you completed the IRB certification and learned about the IRB application process. In order to conduct empirical research in the fall you (most likely) require IRB approval to collect data.

For our second class meeting please start the IRB application process in iStar including but not limited to any consent forms, survey instruments, etc. <https://istar.usc.edu> You do not have everything ironed out but you must attempted answers to all relevant questions in the iStar application.

The most likely category your research will fall under is the “Exempt” category. Unless you have discussed your research with me and we jointly have concluded that your research follows in a different category, please select the exempt category in the iStar system.

Please review and use any relevant materials in our Dropbox from the spring when we discussed the IRB procedures. I also added two examples from my own work to our Fall Drop Box. Note, the IRB has moved (different physical address) and there may be other changes since these protocols were submitted more than a year ago. Check for more information on the IRB web page <https://oprs.usc.edu/upirb/> Remember there are two committees at USC, one medical, one non-medical. We fall under the non-medical IRB, the University Park IRB.

By Tuesday (9/3) evening, please email me a copy of your filled out iStar application as well as any supporting documents you plan on submitting.

In class on 9/4 we will discuss any issues that may have come up in the process. I will also provide you individual feedback on your application.

After addressing any remaining issues you should submit the application asap to UPIRB (but at the latest by 9/13 6 pm).

Experimental data analysis (due 10/30, 6 PM)

Following our tutorial on 10/23 you will receive the description of at least one experiment and data set along with certain questions the experiment was designed to test. You will be asked to analyze the data accordingly and to provide results that test and answer these questions.

Research Results write-up (due 11/13, 6 PM)

Following our tutorial on 11/6 you will be asked to write up one experiment in the way it would be submitted to a journal. The write-up can cover either a study you already conducted, or can be of the example provided to the class.

Reflective Essay (due 12/4)

The annual USC Libraries Research Award recognizes excellence and creativity in the use of USC Libraries' research collections and services. Undergraduate students who completed a paper or during the spring, summer, or fall semesters of 2019 are eligible. In addition to their papers, a Reflective Essay of 500-1000 words is required. The deadline for the award is early January and in the past students ran out of steam at this point. Hence I ask you to write this reflective essay while things are still fresh in your mind. You can find the exact criteria for the essay later in the syllabus. Do discuss the class you took with librarian Kelsey Vukic in the spring semester as evidence of interaction with USC librarians (one of the criteria). You don't have to submit to the competition but with this and your paper in hand, it should be a no-brainer.

Term Paper

The major project in this class is to complete a full-length research paper.

Most likely this paper will build on your proposal developed in the spring, but in consultation with me it can deviate from that focus.

Your final paper needs to describe at least one empirical you conducted. Whether the study "worked" or "did not work" is not important but it needs to be clear that it was appropriately designed, carefully conducted, thoroughly analyzed and clearly reported. Further, you need to draw conclusions based on your findings regarding the state of your hypotheses.

The research paper and presentation should include:

1. Motivation
2. Lit Review
3. Contribution
4. Hypotheses
5. Methodology and results for at least one study
6. Discussion of the study
7. Overall conclusions and suggestions for future research
8. Bibliography
9. Appendix (if necessary, for example with additional detail on the studies conducted)

Critical tables and graphs should be embedded in the paper. Additional tables and graphs should be included in the appendix)

Students should use style guidelines from to either a major journal in the field (e.g. JCR) or an established organization (e.g. APA, University of Chicago) to format their paper prior to submission. The final paper should be double spaced.

- You will present your research to the class on 11/13. Please email slides or bring slides on a USB stick to class.
- Your final paper is due Monday, December 16 at 10 am.

Academic Integrity and Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

No recording and copyright notice.

It is a violation of USC’s Academic Integrity Policies to share course materials with others without permission from the instructor. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word “record” or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including summaries, PowerPoints, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with DSP and me.

Return of Paperwork

Returned paperwork, unclaimed by a student, will be discarded after 4 weeks. Students who miss class sessions when assignments are returned are responsible for arranging an appointment to retrieve their materials.

Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscса.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Students whose primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali> , which sponsors courses and workshops specifically for international graduate students.

Students with Disabilities

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Emergency Preparedness

In case of a declared emergency if travel to campus is not feasible, the USC Emergency Information web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies.

Please consider applying to the following USC – Research Related Opportunities and Awards

USC Libraries Research Award (Deadline January 24, 2020, at 5PM.)

<http://libguides.usc.edu/researchaward>

The annual USC Libraries Research Award recognizes excellence and creativity in the use of USC Libraries' research collections and services. Undergraduate and graduate students are invited to submit papers or projects they have completed at USC in a for-credit class or through independent study during the spring, summer, or fall semesters of 2018. In addition to their papers, a Reflective Essay of 500-1000 words is required. The Reflective Essay must address the following:

- how you became a better researcher by using the resources and/or services of the USC Libraries
- how you gained a deeper understanding of finding and evaluating resources through the use of USC Libraries' resources and/or services
- how consultation or interaction with library faculty and/or staff made an impact on your research.

SUBMISSION GUIDELINES

To be eligible for consideration submissions must take the form of an analytical or creative essay or a research paper. The work must have been completed while the author was a student at USC during the 2019 calendar year and in connection with for-credit coursework or independent study at USC. Deadline for submission is January 24, 2020, at 5PM.

THE AWARD

A panel of faculty and community experts will judge the submissions and select the winners that will be announced at the award reception. Graduate winners receive up to \$500; undergraduate winners receive up to \$300. Other awards are available. Selected winners will be invited to serve on the jury for the following year.

Undergraduate Symposium for Scholarly and Creative Work (Deadline expected March 2020)

<http://undergrad.usc.edu/experience/research/symposium/>

Students may present work in a variety of ways, such as through poster/panel sessions, art exhibits, and electronic media. All undergraduates are encouraged to participate. An awards ceremony and banquet celebrating all participants and recognizing the most outstanding projects takes place at the end of each symposium and includes First Prize awards of \$1000 and Second Prize awards of \$500 in five categories.

Registration: by March 2020 (expected, based on past years)

Event: April 2020 (expected, based on past years)

USC Scholar Distinction (at graduation)

<https://ahf.usc.edu/commencement-honors/distinctions/>

Discovery Scholar

<https://ahf.usc.edu/commencement-honors/distinctions/discovery/>

The Discovery Scholar distinction honors students who excel in the classroom while demonstrating the ability to create exceptional new scholarship or artistic works.

Deadline: March 2020 (expected, based on past years)

Requirements: minimum 3.5 overall GPA upon graduation, complete an undergraduate degree within five years, complete and submit an online application, letter of recommendation, and capstone project completed by the annual deadline

Marshall Guidelines

<https://ahf.usc.edu/files/2016/11/DS-Marshall-Leventhal-Criteria.pdf>

Marshall Contact

Tyrone Callahan, Vice Dean of Undergraduate Programs twcallah@marshall.usc.edu

Global Scholar

<https://ahf.usc.edu/commencement-honors/distinctions/global/>

The Global Scholars distinction is designed to encourage our students to become outstanding world-citizens, while preparing them to navigate our increasingly-interdependent community.

Requirements: Spend at least ten weeks outside the U.S. as part of their undergraduate experience, capstone project, GPA

Have a minimum 3.5 overall GPA upon graduation, complete an undergraduate degree within five years, spend at least ten weeks outside the U.S. as part of their undergraduate experience (can be a combination of one or more programs), complete and submit an online application, reflective essay, and capstone project by the annual deadline.

Deadline: February 2020 (expected, based on past years)

Marshall Contact

Mauren McHale: mmchale@marshall.usc.edu

Assistant Dean for Undergraduate Student Affairs and Director of Undergraduate Advising

Renaissance Scholar

<https://ahf.usc.edu/commencement-honors/distinctions/renaissance/>

The Renaissance Scholar distinction honors students whose broad interests help them excel academically. Like Leonardo da Vinci, who was equally adept in the arts and the sciences, Renaissance Scholars are students whose majors and minors are from widely separated fields of study.

1) Get certified

Certification is required a) to earn Renaissance Scholar distinction and b) to compete for the Renaissance Scholar Prize
Check web page for detailed explanation (a bit complicated).

2) Renaissance Scholar Prize Competition

The prize is intended for graduating seniors only and requires submission of:

- 3.50 cumulative GPA and 3.50 GPA in each program at time of application
- Personal Statement: 3-5 pages, double-spaced. Discussing how the two (or more) divergent fields of study have affected the student's intellectual, social, and professional development.
- Two Faculty Letters of Recommendation: One from each academic department of the certified Renaissance Scholar program combination. If certified for multiple combinations, a third recommender may email an additional letter to ahfstaff@usc.edu.
- Resume

Prize Competition Application Opens: TBD (last year October 22, 2018)

Prize Competition Deadline for Certified Seniors: TBD (last year February 1, 2019)

Projected Class Schedule Fall 2019

**You are responsible for any changes announced in class or via email

Date	Topic	Assignments
8/28	Welcome back – Overview of semester	
9/4	IRB proposal discussion	Prepare IRB application draft (email by 8 PM on Tuesday evening)
9/11	Individual research consultations – No in-class meeting	Submit IRB application by 9/13 6pm
9/18	Qualtrics Tutorial	Create a Qualtrics account before class. Instructions can be found here: https://itservices.usc.edu/qualtrics/ <i>Bring a laptop to class</i>
9/25	Individual research consultations – No in-class meeting	
10/2	MTurk Tutorial	<i>Bring a laptop to class</i>
10/9	Individual research consultations – No in-class meeting	
10/16	No class (canceled in lieu of marketing seminar attendance)	
10/23	Experimental data analysis Tutorial	<i>Bring a laptop to class</i>
10/30	Individual research consultations – No in-class meeting	Experimental data analysis assignment due at 6 PM
11/6	Writing up research results Tutorial	
11/13	No class (canceled in lieu of marketing seminar attendance)	Research results write-up assignment due at 6 PM
11/20	Research Presentations	
11/27	No class (Thanksgiving break)	
12/4	Class Wrap up	Reflective Essay due
12/16 10 am	Final Paper due	