Syllabus FT-2014

Vincent Nijs

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# MGT475 Research for Marketing Decisions

## Full-Time MBA Program, Fall 2014

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## DESCRIPTION

The broad objective of this course is to provide a fundamental understanding of the marketing research methods employed by well-managed firms and proposed by leading academic researchers. The course is aimed at the manager who is the ultimate user of the research and the one responsible for scope and direction of research activities. The goal is to develop an appreciation for both the potential contributions and the limitations of marketing research.

## MATERIALS

Modern Marketing Research: Concepts, Methods, and Cases by Feinberg, Kinnear, and Taylor, Cengage Learning, 2nd edition, 2013

* Course Reader: MGT475 Research for Marketing Decisions. (available at University Readers )
* Lecture notes will be available on TED after class

Input values:  
   
P(MS) 0.010000000  
P(N) 0.990000000  
P(B) 0.050000000  
P(NB) 0.950000000  
P(Pos|MS) 0.900000000  
P(Neg|MS) 0.100000000  
P(Neg|N) 0.850000000  
P(Pos|N) 0.150000000  
wall cost 40000.000000000  
slide cost -1000000.000000000  
P(Pos and MS) 0.009000000  
P(Pos and N) 0.148500000  
P(Neg and MS) 0.001000000  
P(Neg and N) 0.841500000  
P(Neg) 0.842500000  
P(Pos) 0.157500000  
P(MS|Pos) 0.057142857  
P(MS|Neg) 0.001186944  
P(N|Pos) 0.942857143  
P(N|Neg) 0.998813056  
  
  
Initial decision tree:  
 Probability Payoff Cost Type  
 San Carlos Mud Slides   
 ¦--Build Wall 40,000.00 decision  
 ¦ ¦--Mud Slide 1.00 % chance  
 ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ °--Nothing 99.00 % 0.00 chance  
 ¦--Do nothing decision  
 ¦ ¦--Mud Slide 1.00 % -1,000,000.00 chance  
 ¦ °--Nothing 99.00 % 0.00 chance  
 °--Test decision  
 ¦--Positive 15.75 % chance  
 ¦ ¦--Build Wall 40,000.00 decision  
 ¦ ¦ ¦--Mud Slide 5.71 % chance  
 ¦ ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ ¦ °--Nothing 94.29 % 0.00 chance  
 ¦ °--Do nothing decision  
 ¦ ¦--Mud Slide 5.71 % -1,000,000.00 chance  
 ¦ °--Nothing 94.29 % 0.00 chance  
 °--Negative 84.25 % chance  
 ¦--Build Wall 40,000.00 decision  
 ¦ ¦--Mud Slide 0.12 % chance  
 ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ °--Nothing 99.88 % 0.00 chance  
 °--Do nothing decision  
 ¦--Mud Slide 0.12 % -1,000,000.00 chance  
 °--Nothing 99.88 % 0.00 chance  
  
  
Final decision tree:  
 Probability Payoff Cost Type  
 San Carlos Mud Slides -7,750.00   
 ¦--Build Wall -40,500.00 40,000.00 decision  
 ¦ ¦--Mud Slide 1.00 % -50,000.00 chance  
 ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ °--Nothing 99.00 % 0.00 chance  
 ¦--Do nothing -10,000.00 decision  
 ¦ ¦--Mud Slide 1.00 % -1,000,000.00 chance  
 ¦ °--Nothing 99.00 % 0.00 chance  
 °--Test -7,750.00 decision  
 ¦--Positive 15.75 % -42,857.14286 chance  
 ¦ ¦--Build Wall -42,857.14286 40,000.00 decision  
 ¦ ¦ ¦--Mud Slide 5.71 % -50,000.00 chance  
 ¦ ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ ¦ °--Nothing 94.29 % 0.00 chance  
 ¦ °--Do nothing -57,142.85714 decision  
 ¦ ¦--Mud Slide 5.71 % -1,000,000.00 chance  
 ¦ °--Nothing 94.29 % 0.00 chance  
 °--Negative 84.25 % -1,186.94362 chance  
 ¦--Build Wall -40,059.34718 40,000.00 decision  
 ¦ ¦--Mud Slide 0.12 % -50,000.00 chance  
 ¦ ¦ ¦--Wall Breaks 5.00 % -1,000,000.00 chance  
 ¦ ¦ °--Wall Stands 95.00 % 0.00 chance  
 ¦ °--Nothing 99.88 % 0.00 chance  
 °--Do nothing -1,186.94362 decision  
 ¦--Mud Slide 0.12 % -1,000,000.00 chance  
 °--Nothing 99.88 % 0.00 chance