

Summary of Data Collection Methods for 2019 Academic Marketing Survey

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Data Collection Methodology:

- A solicitation for participation was sent on July 1, 2019 to 6208 individuals. The names and email addresses were collected by manually scraping the public facing websites of the 425 marketing departments or areas within the business schools that US News and World Report collates.
- Of the initial 6208 emails sent, 38 “bounced” or we were informed that the person being contacted was not a marketing faculty member (i.e. we initially coded the person as being from a marketing department, but that coding was incorrect).
- A reminder email was sent to the remaining 6170 email addresses on July 8, 2019. We emailed all addresses, rather than those who did not complete the survey at that point because we intentionally did not track who completed the survey in order to maintain anonymity of responses.
- Of the 6170 emails sent, another 21 “bounced” or we were informed that the person being contacted was not a marketing faculty member.
- We sent a final reminder email to the remaining 6149 email addresses on July 23, 2019.
- Of those 6149 emails sent, a final 13 “bounced” or we were informed that the person being contacted was not a marketing faculty member.
- This resulted in a final mailing list of 6136 individuals.
- We received a total of 1852 responses to the survey as of Sept 1, 2019 at which point the survey was closed for further participation.
- Of those, 1852 responses, 1398 are included in further analyses. The remainder were excluded to due incomplete responses, with virtually all of those failing to provide (at least) any demographic data which would allow us conduct meaningful analyses.