COURSE DESCRIPTION

MKT 385 provides an introduction to marketing research. This course examines the role of marketing research in the firm, global and ethical dimensions of research, different research designs, data collection procedures, sampling issues, fundamental (and some more advanced) data analysis techniques, and so on.

A practical approach is adopted in this course. In addition to learning fundamental constructs and principles of marketing research, students will focus on learning tools and skills necessary for solving business problems and exploiting business opportunities. The course will explore the application of Marketing Research Findings to business decisions.

COURSE MATERIALS

The specific objectives of the course are:

• To appreciate the applied (i.e., decision oriented) nature of the marketing research process and understand the role of research in the marketing management process.
• To gain an appreciation of the balance of qualitative and quantitative aspects of marketing research; to learn different research methods, and when to use them.
• To learn about existing sources of information and how they might be useful.
• To gain experience in analyzing and interpreting research.
• To understand the entire range of skills necessary for conducting research, including situation analysis, research design, data collection and analysis, and preparing a research report with business recommendations.
• To gain experience in reviewing research results by studying real world examples and acquire managerial skill of being a critical consumer of marketing research.

STUDENT LEARNING OUTCOMES:

After completing the course, students will be able to:

• Identify and use the major sources of secondary data.
• Construct and administer a consumer-oriented questionnaire.
• Design and conduct marketing research to answer a business problem/question.
• Develop a sampling plan and determine the sample size for a simple random sample.
• Identify different research procedures, and appropriate statistical analyses.
• Interpret research reports for the purpose of evaluating the adequacy of the research design, and making managerial decisions based on research reports.
TEACHING METHODS: The teaching methods used will involve lecture/discussion and experiential activities. The emphasis throughout is placed on conceptual understanding of the material, along with a consideration of how these ideas should be applied to marketing problems. Students are expected to actively contribute to the classroom discussions on the basis of their class preparation. Students will also be required to do a research project to answer a chosen marketing business problem.

The Rules:

Class Participation is absolutely essential to your learning and getting the most out of the class. I expect you to have read the assigned materials (chapters and/or handouts) before the class meeting. This will help you participate in class. Class is 3 hours and I do not want (nor should you have to listen) to me talk for that long a time. Class time will be spent in discussing the chapters and/or handouts. Obviously, in order to participate, you must attend the classes! If you miss two or more classes without informing me in advance and without good reason, your grade will be reduced by up to a grade. For example, if you are a B+ student and you miss two or more classes, the best grade you can make is a C+. I do understand that there may be circumstances that require you to miss a class (especially if you work full-time), advising me in advance will help here but does not remove your responsibility for all assigned work.

Home Work: During the course of the semester, you will/may be required to submit typewritten assignments. Details of each assignment will be discussed in class. Late submissions will not be accepted. All homework/written assignments must be handed in at the beginning of class on the due date. If you are unable to attend class, make sure you find a way for the assignment to reach me before class. For example, you may email me or ask a classmate to submit your work for you.

Tests: There will be two tests worth 20% each and 40% of the final grade. They will consist of multiple-choice questions and be online. They are open note and open book but INDIVIDUAL EFFORTS and asking anyone or the Internet for assistance constitutes cheating and will be given a zero. Since the exams are available for 6 days, there are NO MAKE UP and no reasons for missing an exam.

Research Project: Your team Research Project contributes 35% to your final grade. The project includes identifying a marketing problem, collecting secondary data, designing a survey, collecting primary data, coding and entering the data, analyzing the data, preparing a report, and presenting the findings. (Information regarding this project will be provided in a separate handout)

COURSE EXPECTATIONS:

The following points should be noted:

• Review the text assignments prior to each class. You are expected to complete reading assignments before coming to class. There is a set of review and concept application questions at the end of each chapter. You should work through some of them to check how well you understand the text. Doing
so helps you understand the concepts introduced in the text and better prepare you for the upcoming exams.

- The key points of the textual material will be summarized and discussed. No attempt at an exhaustive review will be made. Students will be responsible for all chapter material whether or not it is covered in class.
- Complete in-class work assigned and actively participate in class discussion. This will enhance learning outcomes, which, in turn, will be reflected in your gradereated performance.
- Attend class regularly. Since class is where the materials for this course are explained and reviewed, missing class puts you at a disadvantage. You are encouraged to attend every class. If you must miss a class, you should make up the work on your own. You are responsible for understanding what was covered in class and any assignment changes/or announcements made in class. The instructor reserves the right to lower course grade for frequent absence – more than 2 classes per term (but even just 2 leaves you at a significant deficit).

MAKE-UP Policy: There will be NO make-up tests and no accepted Late Papers. Work and due dates are listed on the syllabus so waiting until the last minute to complete assignments is not a good policy.

- Academic honesty: You are expected to display honesty in all the components of this course. What this means is that you are not to copy or allow others to copy from you on the exams, and that you are not to “plagiarize” (use other people’s ideas as if they were your own) in any written paper that you turn in. If you should commit either of the above dishonest acts, you will receive a “0” for that test or assignment and may be subject to broader disciplinary action.

7. MISCELLANEOUS:

Develop confidence in participating. Some people have good ideas or questions but are hesitant to speak up. Good ideas are lost if they are not shared. And if you have a question it is likely that others will as well. And please talk to me about it if you are having some problem participating. Actively volunteer to participate. I have been known to call on those who think by avoiding to volunteer they will be OK, and believe me, its much easier to respond when you know or think you know a response than to be called on cold. In business its not necessarily what one knows, but rather what one is able to effectively communicate.

Please keep up with the assignments. It will make the class more interesting and more valuable to you in the time ahead. There is quite a lot of work – but it is a reasonable amount and manageable if you do it along the way. If you do not, you may find yourself surprised at test time. It is a good strategy to work aggressively in the course from the very beginning.

Please come on time. Class will begin promptly at the scheduled time. Late arrivals or early departures disturb everyone else, including your Professor.

Please conduct yourself in a courteous manner in the classroom. Cell phones and other beeping devices will be discussed during our first class. Cell phones and other personal devices are wonderful
inventions. However, for the time when you are in class please make sure these are turned off (or at least on vibrate if you can’t live without it on- but even on it should not be looked at during class). You can return those critical messages and Facebook updates either during break (we will always have one) or after class. Trust me, those on the other end of your communication will survive without an instantaneous response.

Any behavior that is judged to be disruptive or harmful to the atmosphere of learning is subject to correction. The instructor reserves the right to lower the course grade for inappropriate behaviors that disturb the class or interfere with class instructions.

**Retention of students’ work.** The instructor reserves the right to retain for pedagogical reasons either the original, or a copy of any student’s tests, written assignments, papers, videos or similar work submitted by the student, either individually or as a group project, for this class.

**ALL DATES SUBJECT TO CHANGE**
All dates contained in this syllabus are subject to change. You are responsible for knowing about any such changes, whether or not you are present in class when the announcement is made. Apparently, your regular attendance in class will reduce the chances of missing any important announcements, clarifications or changes to the syllabus, as well as any important lecture information that is not covered in the textbook.

**A final note:** you have chosen to take this evening course either because you feel the material will be useful and interesting, or you needed this Marketing Research course to fill requirements. In either case you should know that your instructor believes that learning should be fun, and this should be an enjoyable time. We meet very late and for many after a long day (and week) of work. Please feel free to bring drinks and snacks of any type. I plan on enjoying this time. Come with a positive attitude and participate. Time will pass quickly and you will find it time well spent.

**CLASS SESSIONS**
The textbook is used as a guide and as a reference. The relevant sections of the book are indicated on the class schedule. Class sessions will be devoted to probing, extending, and applying the concepts covered in the text material. Articles, cases, and examples will be used to illustrate how marketing research methods can and have been applied to solve real-world problems.

**INDIVIDUAL ASSIGNMENTS**
Written assignments must be completed on an individual basis. No discussion on assignments is allowed among classmates. No late assignments will be accepted. Please submit all your assignments in the beginning of the class that they are due. Papers are to be no more than 2 pages long. The only way to do this effectively is to draft and then revise your paper to retain the key points and eliminate fluff and repetition. I am fine with bullets and don’t need intro and conclusion sentences; I am looking for you to address the core points listed in the assignment.

**GROUP PROJECT**
A field project will be an important component of this course. The projects will be done in selfselected groups of minimum four to maximum six students. Each team will find a “client” and conduct an agreed upon research project. Consider this project as your chance to develop hands-on experience with the tools and frameworks you will learn in the course. You have considerable freedom to follow your own/group’s interests. What is important is that you work for a “client” who has a decision problem relevant to marketing.

Please note the following dates for the group project:

- **Feb 2**th Group composition
- **Feb 23**rd Project proposal presentation
- **Mar 9**th Project progress report
- **April 27**th Project final report
- **May 4**th and May 11**th** Group Presentations

**Project proposal:** This will be in the form of a PowerPoint presentation submitted to me at the beginning of class and presented in class.

**Project progress report:** This will be a 1-2 page progress report. This report should contain a brief description of the project, the research design (sampling approaching, data collection method). Please also attach your draft questionnaire (this is critical to help ensure you are on the right track)

**Project final report/presentation:** The final deliverable is a PowerPoint presentation that will be submitted to me by May 4th and presented in class during the last week of class and finals week. Each team should also submit a technical appendix with calculations etc.

I will hand out peer evaluation forms regarding the group project at the appropriate time. Please note that a negative peer evaluation can significantly impact your final grade (e.g., from A to B, B to C, etc.)!

**CLASS PARTICIPATION**

Class participation includes attendance and discussion participation. If you are going to miss a class, please let me know in advance.

A substantial part of the benefit that you will derive from this course is a function of your willingness to expose your viewpoints and conclusions to the critical judgment of the class, as well as your ability to build upon and critically evaluate the judgments of your classmates. Participation in class discussion is extremely important and each student is expected to contribute.

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**FINAL GRADE ASSIGNMENT**

**Grading Policy:** Your final grade will be based on the following:

Grades will be computed as follows: exams (2 – 20 pt. each = 40 pt.), individual assignments (10 pt. each =20 pt.), group project (35 pt.), group evaluation rating (5 pt.).
### Marketing (33:360:385)

**COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
<th>Notes</th>
<th>Materials Due</th>
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<tbody>
<tr>
<td>1: Jan 26</td>
<td>Introduction Marketing Research Overview, Why do it? Its Evolution.</td>
<td>Chapters 1 &amp; 2</td>
<td>Introduction to the Field of Market Research</td>
<td>Group Composition Finalized</td>
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<tr>
<td>2: FEB 2</td>
<td>Problem Definition and Research Objectives</td>
<td>Chapters 3</td>
<td>We will cover the course requirements and assignments in more detail</td>
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<td>3: Feb 9</td>
<td>Research Design</td>
<td>Chapter 4</td>
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<tr>
<td>4: Feb 16</td>
<td>Secondary and Qualitative Research</td>
<td>Chapter 5 &amp; 6</td>
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<td>Assignment 1</td>
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<td>5: Feb 23</td>
<td>Survey Collection Methods</td>
<td>Chapter 7</td>
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<td>Project Proposal (PowerPoint)</td>
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<tr>
<td>6: MAR 3</td>
<td>Survey/Questionnaire Design</td>
<td>Chapter 8</td>
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<tr>
<td>EXAM</td>
<td>Exam 1</td>
<td>Chapters 1-8</td>
<td>On Line by 5 PM March 7th</td>
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<tr>
<td>7: Mar 9</td>
<td>Exam Review Sample Decisions</td>
<td>Chapter 9-10</td>
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<td>Project Progress Report</td>
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<tr>
<td>8: Mar 16</td>
<td>NO CLASS</td>
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<td>Date</td>
<td>Topic</td>
<td>Chapters</td>
<td>Additional Notes</td>
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<td>9: Mar 23</td>
<td>Fieldwork, Data Collection and Data Quality</td>
<td>11</td>
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<td>10: Mar 30</td>
<td>Populations and Descriptive Analysis</td>
<td>12</td>
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<td>11: April 6</td>
<td>Difference Tests</td>
<td>13</td>
<td>Assignment 2</td>
<td></td>
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<td>12: April 13</td>
<td>Association Tests</td>
<td>14</td>
<td>Student Reporting of Articles</td>
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<tr>
<td>13: April 20</td>
<td>Data Analysis – Regression and it’s Usage</td>
<td>15</td>
<td>Student Reporting of Articles</td>
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<tr>
<td>14: April 27</td>
<td>The Research Report</td>
<td>16</td>
<td>Project Write Up (PowerPoint)</td>
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<tr>
<td>EXAM</td>
<td>Exam 2</td>
<td>9-16</td>
<td>ON Line by 5 PM May 2nd</td>
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<td>15: May 4</td>
<td>Project Final Presentation*</td>
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<td>Project Presentation (PowerPoint)</td>
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<tr>
<td>16: MAY 11</td>
<td>Project Final Presentation*</td>
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<td>Project Presentation (PowerPoint)</td>
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**Essay Assignment 1 Guideline**

1) Find an article that discusses a Marketing Research issue (Quirks Marketing Research,
2) What is the problem uncovered/discussed? How relevant is this problem to the field of Marketing and Market Research?
3) How did the author support his/her point of view?
4) Did you agree with the conclusion, why or why not?
5) Due February 16th (Include a copy of the article)

**Essay Assignment 2 Guideline**

1) Pick an interesting article related to marketing research from the recent media.
2) Comment on the data and research methods involved (maximum 500 words). Example questions: What is the research question? What data is collected to answer this question? Why is the data unique and interesting? What else can the data tell you? What are the advantages and disadvantages of such data? If you were the researcher, how would you collect and use the data differently?
Due April 6\textsuperscript{th} (Include a copy of the article)