BUS435A: Marketing Research – Fall 2017
Instructor: Shaoqiong Zhao
Phone Number: 262-951-3026; Email Address: szhao@carrollu.edu
Office Location: Business Hall 202
Office Hours: MW 1:30-2:30 pm
Class Time & location: -M-W-F-, 9/7/2017-12/20/2017, 2:40 p.m. - 3:50 p.m., HLGRTC09

Course description: Study of the research process as an aid to data analysis in marketing management. Emphasis on the planning of research and the gathering, quantitative analysis, and interpretation of information with emphasis on net based research and primary data collection. (FA only) Pre-requisites: CMP114 and BUS301 (CMP114 can be taken as co-requisite).


Policies on attendance and missed assignments/exams:

Exam policy:
As a general policy, there will be no make-up exams. Absence from an exam will only be approved for the following reasons:
1. Participation in an authorized University activity
2. Confinement due to illness, under a doctor’s care
3. Death in the immediate family
4. Participation in legal proceedings that requires your presence
Each of the above situations requires an official letter (e.g., from a university official, from a doctor, from a lawyer, or from a funeral director along with supporting evidence of immediate family relationship). I also require a phone number for verification. This policy will be strictly enforced - no exceptions. In the case of makeup exam, it might not be the same as the missed exam.

Exams begin at the beginning of the class period and students have the full class period to complete. Any student who arrives late will be allowed to begin the test, but will not be allowed additional time after the end of class period. There is no exception to this rule.

Grades will be posted on CANVAS within two weeks of a scheduled assignment or exam. It is your responsibility to check the grade to see if it is posted correctly. If you believe the posted grade is a mistake, you must submit a request in writing (email is acceptable) asking me to check your grade within two weeks of when the grades were posted.

Class Rules
1. You are expected to be on time to class, as you would for a real-world business meeting. If you cannot
arrive on time owing to extenuating circumstances, let me know in advance.
2. I ask you to treat other students and me with politeness and respect. Improper behavior may result in action through the Division of Student Affairs.
3. As a courtesy to the instructor and your fellow students, please turn OFF your cell phone ringer during class.
4. Excessive side conversations or engaged in texting or any electronic correspondence during class will result in one grade down of final grade.
5. Last minute computer malfunctions, printer problems, and email mishaps are no excuses for late material. Please be prepared and protect yourself by managing your time and constantly backing up your work in multiple places. Should you have a problem, you must notify me immediately and without hesitation.

**Course Objectives:**

**First**, increase the knowledge base of the student in the area of marketing research. To operate as a marketing manager, the student should demonstrate an increased knowledge in research terminology and data collection methodologies. To gauge progress in this area, there will be several tests consisting of multiple choice and short answer questions.

**Second**, improve problem solving skills and critical thinking abilities of the student. An effective marketing manager needs to be able to not only collect data but to obtain relevant information on which to base business decisions. The student should come away from the class with a better understanding of how to deal with the various types of situations that require data collection and to determine how to obtain the information for sound decision-making. This is accomplished through using the case analysis methodology and the research project.

**Third**, improve the student’s writing skills. Students should leave the course better able to (in written form): 1. Analyze a case situation. 2. Formulate the problem, and 3. Propose a recommendation based on facts and a rational argument. Assessment is achieved through written case assignments. Feedback is provided via extensive written commentary regarding the quality of the written assignments. The quality of the cases written by the student is expected to improve over the course of the semester.

**Fourth**, help prepare the student for the reality of the work place and provide contemporary relevance. This is achieved in the research project where students are required to collect actual data and analyze a large data set to address marketing problems. The student will also be required to go to many Internet web sites to gather information and to answer questions.

**Fifth**, improve the oral communication skills of each student. Students will have ample opportunity to practice and improve their public speaking ability. To that end, each student is required to participate in a group presentation as part of the research project to the class, as well as express him/herself on a regular basis in class discussion.

**Learning Outcomes:**

Be able to explain the process of marketing research in organizations.
Be able to articulate the differences between the different data collection methods.
Be able to design a marketing research study including a professional questionnaire, gather data, analyze it using SPSS, and interpret the results for management.
Be able to present your marketing research results in a professional manner.
Be able to use secondary data to conduct marketing research.

**Measures of Achievement:**

**Tests**
- 3 in-class Tests
- Test material - any material covered in class (assignments, in-class quiz, class work, lecture notes). Do not expect to do well on the tests by only looking through your text.
- The schedule is just a guideline – exact topics for each test will be announced in class prior to each test and will be posted on eLearning. Please keep yourself informed.
- Students will NOT be allowed to correct exams or retake exams for additional credit.

**Presentation**
- You select presentation topics and presentation dates. This is an opportunity to practice your presentation and skills and do a great job instructing your classmates on your chosen topic in the most effective manner. More details in the handout.

**Group Research Project**
We will be working on one major hands-on marketing research project, week by week, through the semester. I will meet with teams and work with you step-by-step, to help you produce a high-quality project report. A detailed handout with instructions and a timeline will be given before the start of the project. Peer evaluations are important and your contribution will determine your final grade. Team members who sit back and let others do the heavy lifting will receive an “F” on the project. Please don’t wait till the end of term to seek help with group problems.

**SPSS Assignments**
There will be 12 in class SPSS assignments (10 points each). You can drop 2 lowest scores. SPSS assignments are explained in class every week with the help of the tutorials on eLearning. Tutorials are used to learn the SPSS skills. Assignments are used to test if you have managed the SPSS skills. Completing assignments (apart from earning you credit) will go a long way in helping you learn to use the software, and be fully prepared for tests. If you don’t learn to use the software, you cannot complete the project, and it is not possible to pass this course without completing the project.

**Quiz**
Quiz worth 90 pts. At the end of each class, you will be given time to make up a quiz based on the lecture of that class. The quiz should contain 5 questions (2.5 points). The question can be multiple choice or short answer questions. I will collect the quiz from you and then I will randomly distribute the quiz among you and you will take the quiz given to you (2.5 points)
There will be 22 quizzes and 4 lowest will be dropped.

**Participation**
This course is conducted as a seminar: you are expected to speak, listen, and contribute. Therefore, regular attendance is required. I expect everyone to participate in class discussion. Your participation grade will be based both on the quality and the frequency of your contributions. A good, general goal to set for yourself is to attend every class and to speak more than once per class. Those who evince careful reading of the text
and who speak more than once every class will receive an A. Those who clearly read all the coursework and speak during most classes will range in the AB-B range. Those who speak once in a while yet clearly do all the reading will range in the BC-C range. Those who rarely speak or clearly do not prepare for class will receive a D or an F in participation.

**Content and Skills Goals:** This class is a required course for business majors who have chosen the Marketing emphasis. It is also an elective course for the Business Administration Management emphasis. This course exposes students to theories, concepts, and issues in marketing research. Topics such as the need for relevant data collection for decision making will be studied in depth. An effort will be made to have students appreciate the integrative role of marketing research within an organization. External sources of information, particularly the use of the Internet as a source of marketing information, will also be emphasized. The course contains information useful to those who wish to pursue a career in marketing.

**Grading Scale/Weight:**

<table>
<thead>
<tr>
<th>Instrument</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (3)</td>
<td>300</td>
</tr>
<tr>
<td>Presentation</td>
<td>60</td>
</tr>
<tr>
<td>Group Research Project</td>
<td>190</td>
</tr>
<tr>
<td>SPSS assignments</td>
<td>100</td>
</tr>
<tr>
<td>Quiz</td>
<td>90</td>
</tr>
<tr>
<td>Participation</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>800</td>
</tr>
</tbody>
</table>

**Tentative Course Schedule:** (subject to change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>SPSS (Friday class)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9/8</td>
<td>Syllabus</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9/11, 9/13, 9/15</td>
<td>Ch. 1, 2</td>
<td>Tutorial and Assignment 1</td>
</tr>
<tr>
<td>3</td>
<td>9/18, 9/20, 9/22</td>
<td>Ch. 3, 4</td>
<td>Tutorial and Assignment 2</td>
</tr>
<tr>
<td>4</td>
<td>9/25, 9/27, 9/29</td>
<td>Ch. 5, 6</td>
<td>Tutorial and Assignment 3</td>
</tr>
<tr>
<td>5</td>
<td>10/2, 10/4, 10/6</td>
<td>Ch. 7, 10</td>
<td>Tutorial and Assignment 4</td>
</tr>
<tr>
<td>6</td>
<td>10/9, 10/11, 10/13</td>
<td><strong>Test 1</strong></td>
<td><strong>Presentation</strong></td>
</tr>
<tr>
<td>7</td>
<td>10/18, 10/20</td>
<td>Ch. 11</td>
<td>Tutorial and Assignment 5</td>
</tr>
<tr>
<td>8</td>
<td>10/23, 10/25, 10/27</td>
<td>Ch. 12, 8</td>
<td>Tutorial and Assignment 6</td>
</tr>
<tr>
<td>9</td>
<td>10/30/, 11/1, 11/3</td>
<td>Ch. 15</td>
<td>Tutorial and Assignment 7</td>
</tr>
<tr>
<td>10</td>
<td>11/6, 11/8, 11/10</td>
<td>Ch. 13, 14</td>
<td>Tutorial and Assignment 8</td>
</tr>
<tr>
<td>11</td>
<td>11/13, 11/15, 11/17</td>
<td><strong>Test 2</strong></td>
<td><strong>Presentation</strong></td>
</tr>
<tr>
<td>12</td>
<td>11/20, 11/22</td>
<td>Ch. 16</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11/27, 11/29, 12/1</td>
<td>Ch. 17, 18</td>
<td>Tutorial and Assignment 9, 10</td>
</tr>
<tr>
<td>14</td>
<td>12/4, 12/6, 12/8</td>
<td>Ch. 9, 19, 20</td>
<td>Tutorial and Assignment 11, 12</td>
</tr>
<tr>
<td>15</td>
<td>12/11, 12/13</td>
<td><strong>Primary research</strong></td>
<td></td>
</tr>
</tbody>
</table>
The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).

Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

The Carroll University Academic Integrity Policy is located in your student handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.