

Marketing Research, MKT 429 / 5429, 3 Credit Hours

Spring 2013, Monday/Thursday 5:30 – 7:40 p.m., Self 307

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Office Hours: (201B Self Hall)

These office hours apply until March 8, 2013

Monday:	3:00 p.m. – 5:30 p.m.
Tuesday:	2:00 – 6:30 p.m.
Wednesday:	None
Thursday:	2:00 – 5:30 p.m.
Friday:	None

Please do not call me at home after 8:00 p.m. unless it is very important.

Overview:

Marketing Research is a course about the value of and methodology for conducting systematic research in the field of marketing. The course teaches a basic research process that includes identifying and defining marketing problems or opportunities and developing research objectives, designing a research methodology to address the research objectives, systematically gathering the data, and using the tools of statistics to analyze and report the research results. Regardless of your academic background or career interests, Marketing Research should serve you well by developing the important skills of conducting research, quantitative analysis and critical thinking.

Objectives:

The overall goal of this course is to provide students with a thorough introduction to the process and methodologies of marketing research. Therefore, the major objectives of the course are as follows:

- To teach the basic research process and illustrate its importance in knowledge discovery.
- To teach students to perform the various tasks associated with the individual steps in the research process.
- To teach students the basic aspects of sample design and data collection.
- To teach some of the more common and important statistical data analysis methods used in marketing research.
- To teach use of the computer in data analysis and reporting (graduate students).
- To highlight the ethical aspects of marketing research.
- To apply the research and analysis principles learned in the course to a marketing problem or opportunity.

Rationale:

More and more industry, government, and small business are turning to people skilled in the art and science of problem solving. Marketing Research aims to improve your analytical skills while also increasing your ability to clearly characterize the essential nature of business problems. Additionally, Marketing Research is a required course for marketing majors. It also fulfills the requirement for business administration majors of a marketing elective at the 300 or 400 level. Since the course involves the use of statistical methods, you must have taken MAT 207 (statistics) or GBU 351 (business statistics) prior to taking this course.

Structure:

The course begins with an introduction to scientific research (generally) and marketing research (specifically). Next, the research process is presented step-by-step and the major tasks involved with each step are illustrated and discussed, including the various methodologies that are typically employed in marketing research. We then turn our attention to data analysis, and conclude with instruction regarding the preparation of a research report. Throughout the semester, learning is reinforced by application of the acquired knowledge to a marketing problem or opportunity.

Materials:

You will need the following materials for this course:

- Exploring Marketing Research – 9th or 10th edition – William G. Zikmund & Barry J. Babin. This is the text for the course.
- Moodle – There is a Moodle account for this class. I will place class materials and various resources including PowerPoint slides and study guides on this site throughout the semester. To access this account:
 1. Go to moodle.mc.ed
 2. Enter your username and password and hit the Login button. Use the same username and password you use to log into computers on campus.
 3. Once you login, you will see your course listings. Select MKT 429A.

Policies:

MKT 429 is a senior level course and the expectation is that students will have an appropriate level of maturity. This means that students are expected to:

- be prepared for classes by having read the materials and worked appropriate problems/exercises,
- be prompt and regular with attendance (see the attached attendance guidelines – these guidelines will be applied in this class),
- accept responsibility for class and team participation,
- work with team members to adequately prepare required project components,
- conduct themselves professionally in class and in their team, and to assure the work completed is theirs (see the attached MC *General Bulletin* regarding academic honesty, plagiarism, etc.).

Academic Integrity:

Mississippi College students are expected to be scrupulously honest. Dishonesty, such as cheating or plagiarism, will be regarded as a serious offense subject to severe penalties including, but not limited to, loss of credit and possible dismissal. See the *2012-2013 MC Tomahawk* or University Policy 2.19 for specific information.

Behaviors that will result in disciplinary actions including loss of credit for assignments or exams, failure of the course or dismissal from the course include:

- Cheating on tests
- Citing the work of others without appropriate citation and referencing
- Copying from another student's assignments, projects or quizzes
- Working with someone other than your partner to complete the class project.

Due to the recent increase in cheating observed throughout the school of business, extra security measures will be taken during exams. These may include (but are not limited to) separating students, requiring the use of cover sheets, not allowing students to keep anything with them near their desk, including cell phones, electronic translators, etc. Be prepared for these measures. You will not be allowed to take the exam if you choose not to comply.

Attendance:

Attendance is required and accurate records will be kept. We will have 14 class meetings this semester (including exams). Mississippi College policy states that, whether the absences are excused or unexcused, any student who misses more than 4 class meetings will receive a grade of F in the course. You do have a right of appeal. Students with excessive absences (more than 2) may have points deducted from their average.

Be on time for class. If you are not present when roll is called, you will be counted absent for the day. You must then notify me at the end of the class period in order to receive attendance credit.

Course Evaluation:

The student's final grade for this course will be based upon the combination of exam grades, team project grades (plus computer analysis for graduate students), quiz grades, professionalism and extra credit as follows:

Exams (3 @ 100 points each)	300 points (75%)
Assignments	150 points (25%)
Total Undergraduate Students	450 points
Graduate Computer Data Analysis	50 points
Total Graduate Students	550 points

UndergraduateGrading Scale:

90 - 100%

80 - 89%

70 - 79%

60 - 69%

Below 60%

GraduateGrading Scale

93 - 100%

90 - 92%

84 - 89%

81 - 83%

75 - 80%

70 - 74%

Below 70%

Graduate

465 - 500 points

450 - 464 points

420 - 449 points

405 - 419 points

375 - 404 points

350 - 374 points

Below 350 points

A

B+

B

C+

C

D

F

Exams:

Three exams will be given during the semester. Each exam is worth 100 points (75% of the overall grade). The exams may include any combination of multiple choice, true/false, fill-in-the-blank, matching, short answer, essay, problems, or computer printout interpretation.

Homework Assignments:

There will be at least one outside-of-class exercise assigned for nearly every topic covered in the course. These assignments are designed to give you practice in the skills you must master in order to successfully complete the exams and the team project and are worth 25% of your overall grade in the course. The assignments are graded as follows:

- Complete with work shown & mostly correct – 100%
- Complete with work shown and a few errors – 90%
- Complete with work shown and more than a few errors – 80%
- Incomplete – 10-70% depending on degree of completion/correctness
- Not turned in – 0%

I usually will not write comments on your assignments. However, I will go over each assignment in class. Therefore you must keep a copy for yourself so that you can make corrections as we review. If you are absent on the day an assignment is due you may turn it in the next class period and receive a grade with a 10 percentage point deduction, but you will miss the review. If I suspect you are copying the homework from other students, you will lose the privilege of being able to turn in late assignments and will be subject to the other penalties described in the **Academic Integrity** section of this syllabus. The assignments are for your benefit. It is unlikely that you will be able to do well on the exams if you have not worked and understood the assignments. Please note, this is not an English class. I assume that you know and expect you to use appropriate grammar, spelling, sentence and paragraph construction, and punctuation. Failure to do so will result in a deduction to your assignment grade. Assignments may be handwritten as long as they are legible. If I have trouble reading your assignment I will return it to you ungraded. You may resubmit the assignment by the next class period but will be subject to the 10 percentage point penalty for a late assignment.

In-Class Exercises:

In-class exercises are an important part of this course. These activities will support and reinforce the concepts discussed in the text and lecture. They are designed to increase student learning, interest, and involvement in the material. Although in-class exercises are not graded, it will be necessary to complete them in order to understand the skills and be able to work the assignments and exams. **Because they cannot affect your grade in a negative way, there are no make-ups for in-class activities.**

Extra work for graduate students:

If you are taking this course for graduate credit, you must perform a complete data run in SPSS based on your team's analysis plan or one provided by the instructor. At least one extra session **outside of normal class hours** will be scheduled with the Instructor to familiarize graduate students with the SPSS software. This/these session(s) will be open to undergraduate students who are interested in learning about this very powerful and widely used statistical analysis software package.

Professionalism:

During class, each student is expected to be prepared to participate in discussions or activities. Failure to participate may result in subjectively determined deductions to the student's grade. Additionally, students are expected to behave professionally in class and within their team. Exactly what constitutes unprofessional behavior will be determined by the Instructor, but may include: **talking or otherwise causing disruptions, ANY use of cell phones, PDAs or other electronic devices, eating, sleeping, reading, studying or doing work for other classes, acting in a disrespectful manner to the Instructor or to classmates, etc. Poor attendance may also result in the loss of points (see the Attendance section). I do not allow the use of personal computers in class without permission.**

Disability:

In order for a student to receive disability accommodations under Section 504 of the Americans with Disabilities Act, he or she must contact Student Counseling Services (SCS). SCS will assist with information regarding the appropriate policy and procedure for disability accommodations before each semester or upon immediate recognition of the disability. Student Counseling Services is located in Alumni Hall Room #4 or you may contact them by phone at 601-925-7790. The Program Coordinator, Holly Reeves, can be reached via email at hreeves@mc.edu and the Director of Student Counseling Services, Morgan Bryant at mbryant@mc.edu.

Odds and Ends:

- No headwear that in any way obscures your eyes is permitted during exams.
- Turn off and put away cell phones and other electronic devices (including computers) when you enter the class room.
- Computers may not be used in class unless approved by the Instructor.
- Cell phones, electronic translators or programmable calculators may not be used during exams.
- Refrain from side conversations during lecture or student discussion.
- Do not work on homework or study for another class during our class time.
- If you miss class, please do not e-mail me or phone me to ask what we covered. Ask a friend that you trust to brief you on what was covered or borrow someone's notes.
- I do not give out grades by telephone or e-mail.

Other Important Information:

- Marketing Research is a time consuming course. Assignments of one kind or another are due **almost every** class period. Adjust your expectations and prepare your schedule accordingly.
- Students should be prepared to meet as a team outside of class periodically after project work begins in order to complete project assignments by the deadlines provided in the course schedule.

Class and Project Schedule – Night (ADP) Class

Note: The following are approximate topics and dates. I reserve the right to make changes as necessary.

Date	Topic	Reading Assignment
Week 1		
1/14	Introduction and course overview Introduction to marketing research	Syllabus Chapter 1
1/17	Introduction to marketing research The marketing research process	Chapter 1 Chapter 3
Week 2		
1/21	Martin Luther King Holiday!	
1/24	Variables & measurement	Chapter 13
Week 3		
1/28	Attitude measurement C13 assignment due	Chapter 14
1/31	Sampling C14 assignment due	Chapter 16
	Sample statistics, estimating population parameters and calculating sample size	Chapter 17
Week 4		
2/4	Sample statistics, estimating population parameters and calculating sample size C16 assignment due	
2/7	EXAM 1 (Chapters 1, 3 13, 14, 16)	
	Sample statistics, estimating population parameters and calculating sample size	
Week 5		
2/11	Crosstabulations, Chi-Square & hypothesis testing C17 assignment due	Chapters 20, 21 & 22
2/14	Crosstabulations, Chi-Square & hypothesis testing	

Week 6

2/18 Writing the Research Report
(Hypothesis Testing Appendix) Chapter 25 (Notes & PowerPoint)
C20-22 assignment due

2/21 **MIDTERM EXAM 2 (Chapters 17, 20, 21, 22)**

Writing the Research Report
Executive Summary & Recommendations Chapter 25 (Notes & PowerPoint)

Week 7

2/25 Questionnaire development Chapter 15

2/28 Questionnaire development Chapter 15

Selecting the basic research and data collection method; sources of bias
in survey research; qualitative research techniques Chapters 5, 6, 7, 8-11
C25 assignment due

Week 8

3/4 Selecting the basic research and data collection method; sources of bias
in survey research; qualitative research techniques Chapters 5, 6, 7, 8-11
C15 assignment due

3/7 **FINAL EXAM**
