

**Angelo State University**  
**MKT 4326 • Marketing Research**  
**Fall 2014**  
**Syllabus**

**Class Meetings:** TR, 11:00 a.m. - 12:15 p.m., RAS 263

**Instructor:** Rex Moody, Ph.D.  
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**Office:** Rassman 207  
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**Office Hours:** M/W 12:00 noon - 1:00 p.m. and 3:00 p.m. - 4:00 p.m.  
T/Th 1:00 p.m. - 3:00 p.m.  
or by appointment

**A note on contacting Dr. Moody / e-mail response times:**

Please feel free to stop by during office hours; if you need to see me and can't make office hours, let me know and we can set something else up. Outside of office hours, the best way to contact me is via email. I will work hard to return all emails received during business hours within 24 hours of receiving them (in most cases I will be quicker than that). Emails received on weekends or during holidays will be replied to by the following Monday or the next working day in the case of holidays.

**Course Prerequisites:** MKT 3321 (Marketing) and MSC 2331 (Statistics)

**Required Materials:**

*Marketing Research*, by Alvin C. Burns and Ronald F. Bush, 6<sup>th</sup> edition, © 2010, Pearson/Prentice-Hall, ISBN 978-0-13-607146-4

**Course Description**

*From the ASU Catalog*

A study of the procedures to develop and analyze new information to help marketing managers make decisions. The steps of the marketing research process (from problem definition to problem solution are covered.) Students are expected to complete a marketing research project using empirical or simulated data.

**ASU CONNECT!**

As a designated ASU Connect! Course, MKT 4326 includes learning about and practicing community engagement, through Academic Service-Learning. The ASU Community Partnership Handbook defines service-learning as, "a course-based, credit-bearing, educational experience in which students: a) participate in an organized service activity that meets identified community needs and b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced social responsibility."

### **Course Objectives:**

Marketing research is an important tool in marketing management. By understanding the research process, the users of marketing research studies will be better able to judge the suitability, reliability and validity of information from such studies. Having a grasp of the research process and commonly used tools in marketing research is imperative for a student of marketing. Therefore, this course aims to:

- ◆ Familiarize the student with the commonly used techniques in the collection and analysis of marketing research information.
- ◆ Familiarize the student with various ways marketing research information is used in aiding management decisions.
- ◆ Have the student gain perspective and practice in applying one such research data collection technique, survey data collection, and report findings through a research project.
- ◆ Develop within the student an understanding of decision making in marketing, its inherent difficulties and pitfalls, and the importance of research in marketing decision making.
- ◆ Have the student gain an understanding of, and a familiarity with the SPSS statistical software package.

As an academic service-learning course, MKT 4326 also aims to:

- ◆ Have the student gain an appreciation of the structure and management practices of a not-for-profit organization through its participation in class as a marketing research project client and through the academic service learning process.
- ◆ Have the attain an appreciation of the intrinsic rewards available through community engagement.

### **Student Learning Outcomes**

By the end of this course students should be able to:

- ✓ Articulate the need and importance of decision making in marketing, its inherent difficulties and pitfalls, and the importance of research in marketing decision making.
- ✓ Compare and contrast commonly used techniques in the collection and analysis of marketing research information.
- ✓ Delineate the steps of the marketing research process and express what occurs in each of the steps.
- ✓ Apply common statistical and quantitative techniques to aid in marketing management decision making.
- ✓ Describe and explain the various ways marketing research information aids management decision making.
- ✓ Implement the research process as an information gathering technique to aid the marketing decision making process.
- ✓ Use marketing research techniques to investigate and report on a business-related problem or opportunity.
- ✓ Show an appreciation for working with not-for-profit organizations and within the community in general and express any intrinsic rewards they feel are available from such work.

### **Methods of Assessing Learning Outcomes**

Learning outcomes will be assessed through several exams, the use of a semester long, community-based research project, and a series of homework assignments. Reflective journals will also be used in assessing student learning and participation on the research project.

### **Required Readings:**

As listed in the course schedule, specific chapters from the text are assigned for reading. In addition to the assigned chapters in the text, there may be other assigned readings from time to time during the term to enhance the material found in the text book. Any readings outside of the text will be provided to you by your professor.

### **Required Technology:**

No specialized technology is required for this course, though students will need to use a computer with word processing software and a web browser to complete assignments and access course materials on Blackboard. We will also use the SPSS statistical software package that can be found on computers in the ASU computer labs. Blackboard and university computer lab technical support is provided by the university's Technology Service Center by calling 325-942-2911 or 1-866-942-2911 or by email at [helpdesk@angelo.edu](mailto:helpdesk@angelo.edu).

### **Class Format**

Students will gain their knowledge of marketing research in this course through lectures, class discussions, a community-based group project, and a number of homework assignments. Since it is virtually impossible to cover every point made in the text in class, lectures will concentrate on the most important and more challenging material contained in each text chapter. Lectures will also often include material beyond what is included in the text. You are responsible for all the material in each assigned chapter and the material from lectures unless otherwise informed by the instructor. If you do not understand some of the reading material and I do not cover it in class, please ask questions in class, as others probably have similar questions.

**It is imperative that students read the assigned chapter and complete case assignments to be covered in each class period before coming to class. This will aid the student in learning the material and prepare the student properly for class discussions.**

PowerPoint lecture slides will be available before each class session for downloading and/or printing through the class page on the ASU Blackboard site.

### **Graded Activities**

#### **Exams**

Three exams will be given during the term. Students should expect exams consisting of multiple choice and short answer questions. Questions on the exams will test knowledge and application of the student's knowledge. The exams are not cumulative.

The time for the final exam is listed at the end of the course schedule at the end of this syllabus. You should be prepared to take the final exam at the time scheduled. All university regulations will be followed in administering the final exam.

The following is "fair game" on any exam:

1. Material from the assigned text chapters, unless previously noted by the professor.
2. Material from lectures, not just the material contained on the lecture slides.

Make up exams will be given only for reasons deemed legitimate by Professor Moody and should be avoided if at all possible. If you have to miss an exam for any reason, you must notify Professor Moody in advance, if you are ill or otherwise incapacitated a short phone message or email will suffice.

## **Graded Activities, continued**

### SPSS Assignments

A second component of this class is for the student to learn and use the basic operations of the SPSS statistical software package. I will provide you with detailed handouts on how to use SPSS. We will not spend much class time on how to use SPSS. However, if you need additional assistance when using SPSS, you should feel free to contact me outside of class. I am always happy to assist you in figuring out how to complete tasks within SPSS. Throughout the semester you will complete short assignments using the SPSS software and your knowledge of statistics.

### Protection of Human Subjects in Research Training

While not graded in the traditional sense, all students in MKT 4326 will complete an on-line learning activity and test on the protection of human subjects in research. This is a mandatory activity for students in MKT 4326, students will get class credit for completing the training.

### Group Project

The centerpiece of this class is the group project. We will be conducting one survey research project as a class this semester. Students will work in sub-groups of four to complete each phase of the project. Our project will include all steps of the research process from formulation of the research problem, to collecting and analyzing data, and finally reporting your findings.

A series of project deadlines is included in this syllabus. I will explain the exact requirements for each of the deadlines to you in class. Every step of the research project should be completed in a professional manner. The materials you hand in at the various deadlines will be graded on their own, and will count toward your final project grade.

Working in groups can be much more difficult than working individually. Be prepared to face the challenges of group work and avoid finger pointing at the end of the term. Should problems arise within your group, you should contact me immediately. Ask, and you will receive support. Peer evaluations will play a role in each group member's final project grade, as will observations by the instructor.

### Reflective Journals and Summary Paper

This course can be considered an academic service learning course. The basic premise of such a course is to have students practice what they learn in a way that benefits the community in which they live. Therefore, the project for this course involves working with an off-campus not-for-profit organization. Part of the academic service learning process is for students to reflect on what they have learned through their involvement with such groups. This reflection will occur through project journals that all students will keep as a requirement for this course.

At the end of the term, students are expected to turn in their journals and a two-page, typewritten summary of their journal and reflections during the quarter.

More information about your journal keeping and summary paper will be provided when we begin working on the course project in earnest.

### Attendance

Regular class attendance is expected in this course. To this end, I will keep track of attendance through the use of a sign-in sheet each day in class. You can miss up to three days during the term for any reason without impacting your attendance score.

## Course Grades

Please keep in mind that in MKT 4326 you are graded on your performance on the graded elements of the course—you are not graded on effort. Your final class grade will depend solely on how you perform on all aspects of the course and no other factors.

The following cutoffs will be used to determine final grades in MKT 4326:

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F Below

Your semester grade will consist of the following components.

Exams 3 @ 10 % each	30%
Bonus on High Exam Score	5%
Group Project (overall, based on breakout below):	30%
Problem Definition / Objectives	10%
Questionnaire Design	20%
Sample Plan	10%
Final Report	60%
SPSS Assignments:	15%
Human Subjects Training	5%
Reflection Journal / Summary Paper	10%
Attendance	5%

**Note: You must have a passing grade on your exam average to pass the class.**

## Other Course Policies

### Extra Credit Work

No extra credit work will be available for students in this class. Students should prepare for exams and assignments to the best of their ability. Attendance, participation, and solid work is expected from all students.

### Late Assignments

Assignments are due by 11:00 a.m. on the days listed in the syllabus or on the assignment handout, they must be turned into Professor Moody and not to the department secretary. **Assignments must be turned in by the deadlines given. Late assignments (even a few minutes) will be docked 20%. Assignments will not be accepted 24 hours or more past the stated due date and time.** Plan ahead and be prepared to turn your assignments in when they are due.

### Professionalism / Courtesy and Respect

Students are expected to conduct themselves professionally in all matters related to this class. This means students should act professionally in class and prepare all assignments in a professional manner. Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

**You are expected to use your phones, tablets, and laptops *for class purposes only while in class.* As a matter of courtesy, check to see that your cell phone is turned off before class begins, texting during class is not allowed. Should I find that you are using your electronic device for non-class purposes or texting during class, I will ask you to leave class for the rest of the day.**

Your actions in class such as talking to your neighbor, texting, reading your textbook from another class, or studying for an exam do not go unnoticed by other students in class or the class instructor. The expectation is that you are in class to learn about advertising and promotion management. If you would rather talk to your friends, listen to your iPod, or surf the Internet / play solitaire, you can do so out in the hall. Please, if you have other pressing matters to attend to such as talking, surfing the net, sleeping, or preparing for another class, etc., do not come to class.

### Academic Honesty

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the Academic Honor Code, which is contained in both print and web versions of the ASU Student Handbook. In essence, the willingness to cheat undermines our purpose at the university.

In general, all students are expected to conduct themselves in this course in a manner consistent with the University Honor Code policy which is at: [http://www.angelo.edu/forms/pdf/Honor\\_Code.pdf](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

Academic integrity is expected of all. This includes, but is not limited to, any form of cheating, plagiarism (presenting someone else's work as your own), unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

### Policy on Disabilities

Angelo State University is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office, Room 112 University Center, at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at [Student.Life@angelo.edu](mailto:Student.Life@angelo.edu) to begin the process.

### Policy on Religious Observances

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

### Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit: [http://www.angelo.edu/services/registrar/office/course\\_drop\\_provisions.php](http://www.angelo.edu/services/registrar/office/course_drop_provisions.php).

### Incomplete as a Course Grade

The incomplete grade, a grade of I is only given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. To graduate from ASU, a student must complete all I's.

### Grade Appeal Process

A student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

### Tentative Course Schedule

While exam dates are set below, minor revisions may be made in other areas of this schedule due to unforeseen circumstances and the pace of the class in general.

Day/Date	Chapter(s)	Topic(s)	Due
Tues., Aug. 26		Course Introduction	
Thurs., Aug. 28	1	The Nature of Marketing Research	
Tues., Sept. 2	2	The Marketing Research Process	<b>Project:</b> Group Formation
Thurs., Sept. 4		Understanding the Client Introduction to SPSS	
Tues., Sept. 9	3	The Marketing Research Industry & MR Ethics	
Thurs., Sept. 11	4	Problem Definition and Research Objectives	SPSS #1 Due
Tues., Sept. 16	4 / 15	Problem Definition and Research Objectives / Descriptive Statistics	Human Subjects Training Due
Thurs., Sept. 18	15	Descriptive Statistics	
Tues., Sept. 23		Catch-Up / Review	<b>Project:</b> Problem/Opportunity Statement and Objectives Due
Thurs., Sept. 25			<b>Exam 1, Chapters 1-4, 15</b>
Tues., Sept. 30	5	Research Design	SPSS #2 Due
Thurs., Oct. 2	9	Survey Data Collection Methods	
Tues., Oct. 7	10	Measurement	
Thurs., Oct. 9	10/11	Measurement / Questionnaire Design	
Tues., Oct. 14	11	Questionnaire Design	
Thurs., Oct. 16	12	Sample Selection	
Tues., Oct. 21	13	Sample Size	<b>Project:</b> Questionnaires Due
Thurs., Oct. 23		Catch-Up / Review	
Tues., Oct. 28			<b>Exam 2, Chapters 5, 9-13</b>
Thurs., Oct. 30	16	Statistical Inference	<b>Project:</b> Sample Plans Due
Tues., Nov. 4	16/17	Statistical Inference / Difference Tests	
Thurs., Nov. 6	17	Difference Tests	
Tues., Nov. 11	20	Presenting Results	SPSS #3 Due
Thurs., Nov. 13	6	Secondary Data Sources (skip pp. 161-166)	
Tues., Nov. 18	6 / 7	Secondary Data Sources / Standardized Sources	SPSS #4 Due
Thurs., Nov. 20	18	Statistical Association	
Tues., Nov. 25		Project Work Day–Mandatory Attendance	
Thurs., Nov. 27		<b>No Class, Thanksgiving</b>	
Tues., Dec. 2	8	Qualitative Research Methods	SPSS #5 Due
Thurs., Dec. 4		Catch-Up / Review	<b>Project:</b> Final Reports Due
<b>Exam 3, Chapters 6-8, 16-18, Tuesday, Dec. 9, 10:30 a.m. - 12:30 p.m.</b>			