

Marketing Research (MKTG 446)

Course Syllabus – Spring 2011 Semester

Radford University
College of Business and Economics
Department of Marketing

- INSTRUCTOR:** Dr. Angela Stanton, Associate Professor of Marketing
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Instructor Web Page: <http://astanton.asp.radford.edu>
Course Blog: <http://mktg446.blogspot.com/> -- this is where you will course materials, assignments, and important announcements.
- Some course materials require a course specific username and password. Your RU username and password will NOT work here. The username is **rumktg** and the password is **goodstuff**
- OFFICE HOURS:** Tuesday & Thursday 9:30 – 10:45 a.m. and 2:00 – 3:15 p.m. I am also around outside of my scheduled office hours. If you need to see me and you can't make it to my office hours, contact me and we'll set up a time to meet (or if you're in the neighborhood, just stop by -- if I'm in, my door is usually open).
- TIME/PLACE:** Section 1: Tuesday/Thursday 11:00 a.m. – 12:15 p.m. (406 Young Hall)
Section 2: Tuesday/Thursday 12:30 p.m. – 1:45 p.m. (406 Young Hall)
- PREREQUISITES:** MKTG 340 *Principles of Marketing* and STAT 200 *Introduction to Statistics*
- Students enrolling in MKTG 446 must be able to:**
- Identify and apply basic marketing concepts;
 - Use basic information technology tools (e.g., spreadsheets, word processors, web browsers, e-mail readers, presentation packages, etc.);
 - Demonstrate an ability and a willingness to learn and use other relevant technology tools as they pertain to course content; and
 - Work effectively with other class members.
- TEXT:** *Marketing Research*, 6th Edition (2010) – (ISBN: 9780136027041). Authors: Alvin Burns and Ronald Bush. Published by: Prentice Hall. Options for purchasing the text include:
- The RU bookstore, the off-campus bookstore, or online (see <http://www.bestwebbuys.com/books/compare/isbn/9780136027041> for multiple online sources).
 - Renting the text from sites like Chegg, CampusBookRentals.com, or eCampus.com – typically rental prices are typically slightly less than ½ the price of a new text.

- If you can find an International version of this book, they are usually quite inexpensive and the content is usually identical (although I have not seen the international edition for this book, typically the only difference is that the international version is paperback, usually not in color and does not include as many pictures as the US version).
 - Purchasing an electronic version of the book – you can either purchase a version to download or a version to read online. If you're interested in this, you can access information at:
<http://www.coursesmart.com/9780136027058>.
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COURSE DESCRIPTION AND OBJECTIVES

Successful marketing requires a firm to understand and satisfy the wants, needs, and desires of its market constituencies. To do this successfully a firm needs data that is relevant, timely, and accurate. This data must also be transformed into information that is actionable in terms of marketing decision-making. The combination of collecting data and transforming it into information takes place during the marketing research process. This course emphasizes an applied approach with practical applications that give students a solid understanding of the field of marketing research. At the completion of the course, the student will be able to:

- understand each of the stages of the marketing research process, as well as the role of marketing research in an organization
- identify a managerial problem and translate it into a research problem
- differentiate between different types of research designs and know when to apply each type
- understand the different levels of data and measurement and how to appropriately apply each type design and develop effective questionnaires
- choose an appropriate sampling strategy and be able to calculate an appropriate sample size
- choose the appropriate analysis technique and be able to analyze data using a statistical software program
- interpret the results of their data analyses
- derive recommended courses of action based on research finding
- professionally communicate marketing research results, orally and in writing

COURSE EVALUATION, GRADING & IMPORTANT DATES

You will be evaluated on their knowledge of retail management and their ability to apply that knowledge effectively. Your performance will be evaluated by means of examinations, in and out of class assignments, a team project and your level of engagement in the class (participation). Specifically, the weights assigned to each of these performance measures (as well as the associated dates) are:

- Quizzes (10%) – throughout semester with dates announced in class
- Exam 1 (15%) – February 17, 2011
- Exam 2 (15%) – March 29, 2011
- Exam 3 (15%) – during final exam period
 - Section 1 (11 a.m. class): Monday, May 2nd 12:30 p.m. – 2:30 p.m.
 - Section 2 (12:30 p.m. class): Monday, May 2nd 8:00 a.m. – 10:00 a.m.
- Marketing Research Consulting Project (30%)
 - February 1, 2011 – Proof of Human Subjects Training Due; Team Formation
 - February 24, 2011 – Deliverable 1: Qualitative Research Report
 - March 24, 2011 – Deliverable 2: Questionnaire
 - April 7, 2011 – Deliverable 3: Data Collection) & Deliverable 4: Data Analysis Plan
 - April 26, 2011 – Deliverable 5: Analysis Summary & Final Written Report (12 noon)
 - April 26 & 28, 2011 – Deliverable 6 - Team Presentations
- Student Engagement, In and Out-of-Class Assignments, and Professionalism (15%) – throughout the entire semester

The student's final grade will be strictly determined as follows:

Grade	Percentage
A	90.00% +
B	80.00% - 89.99%
C	70.00% - 79.99%
D	60.00% – 69.99%
F	Below 60%

Quizzes. Keeping up with the readings is important in order for the material covered in class to be best understood and to allow your most active engagement in class. Quizzes (3 questions) will be given in order to help keep you up-to-date with the reading material and what is being covered in class. There are no make-ups for missed quizzes (unless I have made an arrangement with you in ADVANCE – see Missed Quizzes policy). Quizzes will be administered primarily via WebCT (although I also reserve the right to administer quizzes during class as well). Some specifics about the quizzes:

- Announcements about upcoming quizzes will be made during class. It is your responsibility to keep track of when quizzes are due.
- If a quiz is given during class, it will be administered at the beginning of class – if you are late, you will not be able to take the quiz as it is not fair to those who show up to class on time. In addition, if you leave class early, you will not receive credit for any quiz taken on that day.
- All quizzes administered via WebCT will include a time limit. You must take the quiz during the date/timeframe assigned and within the number of minutes assigned to receive credit.
- I will drop your two lowest quiz grades.
- As additional incentive, I will include some quiz questions on each exam.
- Each quiz will be worth 20 points – you will receive 5 points for taking the quiz and each question will be worth 5 points – in that way, if you have a bad day and miss all of the questions, you will still receive some credit for being in class and taking the quiz.

Examinations. Three examinations will be given during the semester: the first two during the semester (please note the exam dates on the schedule – these dates will not change unless there are extenuating circumstances) and the third during the course final exam period (this exam will **NOT** be cumulative). The examinations will consist of multiple choice questions, short answer and problem application. A few of the questions on exams will come from the questions used in the daily quizzes.

Marketing Research Consulting Project. Members of the class will divide into groups of 4-6 (the number of groups will be determined by class size and will be at the instructor's discretion). Each group will serve as a marketing research consultant team to an actual client throughout the semester. Your team will conduct a real Marketing research study encompassing all phases of the research process. In order to keep your group on track, there will be due dates for various components of the process throughout the semester. This project will allow you to apply the concepts we cover throughout the semester in a real world environment. **Please keep in mind that this project will require a significant time investment outside of class.**

I do not want “free riders” in any of the groups. I expect every group member to participate equally by semester's end. I recognize, however, that this is not always the case. To ensure some degree of fairness (Note: I realize, and so should you, that no system is perfect) in assigning grades, you are required to complete a peer evaluation of your group members near the end of the semester (you may also be asked to provide evaluative feedback at other times during the semester as well). The purpose of the evaluations is to force you to confront (as a group) up front your expectations of each other when it comes to group work. Try and set up an objective system by which you will keep track of each others' contribution to the report/presentation so that there is minimal disagreement at the end on who contributed more (e.g., you may assign points at each meeting for arriving on time, having things in writing, coming prepared, etc.). Also, by discussing schedules, course loads, etc. you may be able to come to some agreement early as to who will contribute more (or less) to the group work. **Your group grades will be adjusted by peer evaluation.** The peer evaluation will be given at the end of the semester and will be used to adjust a student's grades on all group projects, presentations etc. For example, suppose a group's final average for the semester is 85 points out of 100 points and suppose one of the members was evaluated by his/her peers at 80 percent. This student's score for the group project will **NOT** be 85, but (85 multiplied by .80 or 68). In the event there is a group dispute, the professor will make the final decision as to the group dispute.

We will go over the group project specifications (and go through the team assignment process) on Tuesday, February 1, 2011. Attendance on this day is **mandatory** – if you do not attend class on this date, you may be forced to complete the project alone (something I strongly do not recommend; the project is too much work for one person). Radford University also requires that all students participating in research projects complete and successfully pass Human Subjects Training (this is a requirement because the university receives federally funded grants). You must pass the Human Subjects Training and provide printed proof that you have done so on or before the beginning of class on February 1, 2011. Any student who does not complete the training will **NOT** be allowed to work on the consulting project (making it virtually impossible for you to pass the course). Any student who does not complete and provide proof of completing the training by the deadline, may be forced to work on the team project alone and will receive a 10 point deduction on his/her final project grade.

- You **MUST** complete this training even if you have done previous human subjects training at RU as this a new system adopted by the University.
- There are many modules and it will probably take you a couple of hours to complete this training. You have to pass the course with a grade of 80% (the good news is that you can take the module quizzes as many times as necessary in order to pass the training).
- When you have completed the training, you must print the completion report (no emails please as I need hard copies) and bring it to class as proof that you completed and passed the human subjects training course.

You will need to complete the Social & Behavioral Research – Basic/Refresher Course. Here are the steps you need to follow to set up your account and access the training material:

1. Go to: <https://www.citiprogram.org>.
2. Click on the **Register Here** option so that you can create your account.
3. You will receive a registration screen.
 - o On the drop down menu in step #1 under Participating Institutions, select **Radford University**. You do not need to select anything else under Step #1.
 - o Create your username and password as instructed in Step#2
 - o Complete the items listed under Steps #3 - 5
 - o Make sure you select **No** for Step #6. It is up to you whether or not you choose to complete the course survey from Step #7 -- this is NOT required.
4. On the next screen, you must complete the following fields (everything else is optional):
 - o Institutional Email Address - you must enter your **RU email address** here
 - o Department - enter **Marketing**
 - o Role in Research - select **Student Researcher - Undergraduate**
5. You will now be asked to Select your Curriculum:
 - o Under Question #1 - select the option for **Social & Behavioral Research Investigators**
 - o Leave #2 blank
 - o Select **Not at This Time** for #3
 - o Leave #4 blank
6. You will be asked if you wish to affiliate with another institution. Select **No**.
7. You will now receive your personal Main Menu. The Social & Behavioral Research - Basic/Refresher Basic Course will be listed. Click on the Enter link to begin the course. You do not have to complete the course all at one time. You may begin it and then come back and work on it later. Please remember that you must receive an 80 to pass the course -- but you can take the quizzes as many times as necessary to get there. When you have completed the entire course, you will see an option on your Main Menu under Completion Reports that will allow you to print your completion certificate -- this is what you need to print and bring to me as proof that you completed the training.

Student Engagement, In and Out-of-Class Assignments and Professionalism. Each student is expected to be an active contributor to class discussions and in-class assignments, cases, activities, etc – this will not just be a “chalk and talk” class – your participation is vital. I will keep track of your attendance and participation throughout the semester. I also expect you to be professional in your class behavior and you can severely HURT your grade in this area by acting unprofessionally in class (see course policy on professional behavior for more details). Your final class engagement grade for the semester will be based on a review of your daily participation and overall professionalism for the semester. Obviously you must be present in class in order to participate (there is definitely a correlation between attendance and participation). If you are absent, you cannot participate. Please keep in mind, however, that quantity in this area does not necessarily equate to quality. You will be evaluated on the quality of your contributions. Also, please do not assume that simply coming to class ensures you will receive a high grade in this area.

In order to reinforce key course concepts, each student will be involved in participating in content-related assignments and exercises. Some of these may be assigned as homework; others may be in-class exercises. Some assignments will be individual while others may be done in teams. On assignments where you are allowed to work in teams, I expect all team members to **participate fully** in each and every exercise assigned.

On individual out-of-class (homework) assignments, please note that while I have no problem with students discussing homework assignments and helping each other with problems (as this is part of the learning process as well), the work turned in must be your work. Simply copying another student's work or re-running their SPSS print-outs is unacceptable and in violation with the RU

Honor Code. If I suspect that there is an honor code violation, I will assign a grade of zero (0) for that assignment. Any subsequent violations will be handled in accordance with the university honor code system.

All out-of-class assignments are due at the beginning of class on the date specified - **no late assignments will be accepted**. While I encourage you to do any missed assignments for your own learning (and because some assignments build upon earlier assignments), you cannot make-up missed assignments for credit – this includes both homework assignments and in-class assignments/activities. Because of the nature of the course, there will be no additional or extra credit assignments to increase your grade.

COURSE POLICIES

Course Communication: I will post all out-of-class assignments, important class announcements, schedule changes, and teaching materials to the course blog <http://mktg446.blogspot.com/>. Your grades and any online quizzes will be posted to the WebCT site for this course (I am using the MKTG 446 for All Sections course). It is your responsibility to check the blog – when I make a new posting to the blog, an email will be sent with that posting to your RU email account – please note that I will not make a blog post every time new course materials are updated; it is your responsibility to check the blog for new materials. Please note that what is on the course blog is current and supersedes any and all information you may have printed on an earlier date. I may also need to contact you from time to time via e-mail. I will use your RU account for all e-mail correspondence. Please make sure that your e-mail account does not go over quota so that you do not miss important course correspondence. If you use another e-mail account (e.g. hotmail, yahoo, etc.), please be sure your forward your RU e-mail to that account.

Student Materials and Handouts: I will place most course materials on the course blog site; other things may be handed out in class. All materials for class will be posted no later than 9 p.m. on the evening before class. If I am running late and handouts for a particular class are not posted by my 9 p.m. deadline, I will bring copies to class. If you miss a class and do not receive a handout or other materials, you are responsible for getting a copy from another student. Please be sure to have money in your RU printing account as needed.

Assigned Readings: You should read the chapters BEFORE we cover the material in class as this should help your overall comprehension. I will generally announce during class what we will be covering for the next class. When new material has been posted to the course blog, you will see the chapter that corresponds to this material. You should read that chapter before the next class.

Seat Assignments: I run an interactive class. I want to learn your names early on (and I want all of you to get to know each other as well). Therefore, I will take pictures and create a seating chart. Once the seating chart has been established that is your spot for the semester. Since the seating chart will be used to grade participation, it is important that you use your selected seat for each class. I will provide a copy of the seating chart to everyone after the drop/add period so you can get to know each other as well.

Semester Schedule: As your instructor, I reserve the right to make adjustments to the syllabus at any time during the semester. It is your responsibility to keep track of scheduled examinations, any changes in these dates, material covered in the class, and all other announcements made in the class. I will also post changes to my web site.

Attendance Policy: You are adults and I expect you to attend class. However, illnesses, interviews and other things occur that may cause an occasional absence. Although I will not grade attendance, you should realize that if you miss class, you will receive a 0 if there is an in-class quiz scheduled and you will also not be able to earn participation points for that day. You should also understand that if you miss an in-class assignment, you will be unable to make it up for credit. I will record attendance for my class recordkeeping. Please note the following times when attendance is **MANDATORY** (no excuses excepted) -- there will be penalties for non-compliance:

- You must be in class on Tuesday, February 1, 2011 for the formation of your group project teams.
- You must be in class for the three in-class exams.
- You must be present for your team presentation (April 26 & 28, 2011).

Due to the fact that everything covered in class is NOT included in the text, you will understand this material best if you actually attend the classes (borrowing notes helps but you miss the “feel” and context of the material). If you absolutely cannot make it to class, get notes from others. As a rule, I will not summarize the missed classes or give out my notes. Audio or video recording of lectures is not permitted.

Professional Behavior: During class you are expected to be attentive. This means the following behaviors are inappropriate: talking while I am presenting material in class, talking while other students are presenting or participating in class discussions, interrupting me and your fellow students by arriving late for class, using your cell phone, blackberry or other wireless device for communication (voice or electronic – this includes texting – if you are texting during class, you will receive no participation points for that class and I may ask you to turn over the device until the end of class), using your Ipad or other MP3-type player, doing outside work, reading non-class material, studying for another class, sleeping, etc. While you may use your laptop to take notes in class, if I find that you are IMing, using e-mail, browsing the Internet, viewing or posting to Facebook/MySpace/other social networking sites, doing work for other classes, etc. (basically doing things unrelated to this class), I will ask you to turn off your computer and not allow you to use it in any subsequent classes. Additionally, I expect you to respect the opinions of others. Thus, disagreements in points of view should not be made in a combative or downgrading manner. I also expect you to be in class on time and not leaving before class is over. Doing so is disrespectful to both me and your student colleagues. I take this seriously. I will warn you once if you are being unprofessional. If there is a second incident, you will be asked to leave class and will be unable to make up the work. If you are asked to leave three times or more, I will deduct 10 points from your final class average for each occurrence.

Questions: When you don't know something or are confused about a particular topic, please don't hesitate to ask me in class. There are probably others in the same situation. There are no dumb questions in this class. If I am going over something and I am speaking too quickly, ask me to slow down. I love what I do and I sometimes get so excited about what I'm teaching that I may begin to talk too quickly. I won't know if I'm doing this unless you tell me.

Missed Quizzes: If you miss a quiz, you will not be able to make it up unless I have made arrangements with you in ADVANCE of the quiz date. Only a valid reason such as a University approved absence (and what I determine to be valid is completely at my discretion) will allow you to make up a quiz. Otherwise, all missed quizzes will result in a score of 0.

Missed Examinations: Make-up exams will be given at my discretion at the end of the semester. Only under the most serious, extenuating circumstances will a make-up exam be considered. Unless the excuse is serious, a zero will be given for the missed exam. Problems should be discussed with me before the exam, not after the exam. If you are unable to take an exam on the scheduled date, you may be allowed to take it early provided you have a valid reason (e.g., university excused absence, etc.). If you miss an exam, I will need written proof documenting the reason for the absence (if you are sick, you will need a physician's written notice -- telling me you were sick will not be sufficient). Only a valid excuse (and this is at my complete discretion) will allow you to take a make-up exam (this exam will be different than what was given to the rest of the class). Otherwise, a zero will be given for the missed exam. No excuses!

Withdrawals: If you choose to withdraw from class without receiving a W on your transcript, you must do so by 12 noon on Tuesday, January 25, 2011. You have until Friday, March 18, 2011 to withdraw with a grade of W.

Incomplete Grades: I do not give incompletes (Is) except in unusual circumstances. You must have my approval before a grade of "I" will be assigned.

Lecture Content: I do not lecture straight from the assigned text readings. Although my lectures will sometimes parallel the readings closely, at other times they will deviate substantially (where I might use an exercise or discussion to emphasize course content). You are responsible for all materials covered. All text chapters should be read when assigned on the course schedule.

Exam Contents: Students will be held responsible for all reading assignments, whether or not a particular reading is fully covered during the lectures. Questions on exams will be taken from the reading assignments, handouts/materials distributed in class or placed on the course blog, instructor or guest lectures, videos, in- class exercises and class discussions.

Student Progress: You will be able to access all of your grades in the course via WebCT. No extra credit work will be given, which increases the importance of not waiting until the last minute to complete assignments and submitting all work when it is due.

Student Submissions: As the professor for this course, I reserve the right to retain for pedagogical reasons the original of each student's test, written assignment, paper, video, or similar work submitted by the student, either individually or as a group project, for this class.

Special Needs: If you are a student with special needs, as addressed by the Americans with Disabilities Act, and need any course materials provided in an alternative format or have special testing requirements, you are required to register with the Disability Resource Office (DRO). The DRO is located in Room 32, Tyler Hall (telephone is 831-6350). To receive academic accommodations for this class, please obtain the proper DRO forms and meet with me no later than the second week of class. I will not make accommodations for anyone who does not complete their paperwork in a timely manner.

Deadlines: The failure to complete any assignment at the specified time represents a failure to meet your responsibilities. Any assignment, which is not submitted at the specified time, will receive a grade of zero (0).

Written Assignments: Written work must be prepared in a professional manner. It is to be clearly written, with proper grammatical construction and correct spelling. Work which is not presented in a professional manner will be returned as unacceptable. The grade assigned to written work will reflect its analytical soundness. In addition, improper grammar, sentence construction and misspellings may result in a grade reduction.

Contact: Please feel free to call me at home or e-mail me if you have any questions. I generally respond to e-mail the same day (if I'm away and have no e-mail access, I will let you know in advance). So that I can have some uninterrupted time with my family, I ask that you not call me after 8 p.m. (unless of course you have an emergency situation for which I need to be alerted).

Honor Code: The Radford University Honor Code applies to all aspects of this course. It is your responsibility to become familiar with and understand the provisions of the University's Honor Code and System. Please keep in mind that consulting with other students on individual assignments or exams is a violation of the Honor Code. You have also violated the Honor Code if you attempt to represent the work of others as your own (this includes paraphrasing without references, whether it be from a traditional paper source or an on-line source). This is plagiarism. You must reference (i.e., give credit to) the works of others through an appropriate form of citation. All violations of university policies and procedures will be dealt with on an individual basis in a manner consistent with the university guidelines. **NOTE:** RU's honor code prohibits the following: lying, stealing/possessing unauthorized material, cheating, fabrication and falsification, multiple submissions, abuse of academic materials, complicity in academic dishonesty, and plagiarism (source: *Standards of Student Conduct*).

Agreement to the Terms of the Syllabus: If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have read and agreed to all of the terms listed herein.