



Fall 2017 - Revised

Sam Houston State University
College of Business Administration
Department of Management & Marketing

Marketing 4350 (Marketing Research)

Sections 1 & 2 / CID 81878 & 81881 / MW: 12:30-1:50 & 2:00-3:20 / SHB 340

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Blackboard: www.shsu.edu
Office Hours: MW: 11:00-12:00 & 3:30-4:30 or by appointment
Any office hours may be interrupted by Official University business (e.g., committee meetings)

Required Text: Essentials of Marketing Research: A Hands-On Orientation by Malhotra, Pearson. ISBN: 0-13-706673-2. **An e-book will be provided to you by the instructor on the VitalSource “Bookshelf” platform.** Alternately, the book can be rented for \$33 or purchased for \$116 (used) or \$216 (new) from <http://www.Amazon.com>

Software: We will use Excel and SPSS (available on the SHSU network). **You will NOT be able to access SPSS from off campus sites via remote access.** However, you can download a trial version free for 14 days or purchase it for the semester for approximately \$60 (by following the link on Blackboard).

Internet: You may be required to view YouTube videos.

☆ **Course Objective** - Students who complete MKTG 4350 will demonstrate the ability to be able to determine and communicate research needs to a professional researcher, evaluate a research report, collect and interpret their own research data (if necessary), and make marketing decisions with research findings.

☆ **Course Description** - the course will be taught using a “**project-based**” (versus a “**content-based**”) **approach**. This approach uses projects and/or assignments (using real world data) as a major aspect of the course. **Students may be setup (self-select) in teams, and each student team will be assigned the task of completing the work.**

- *Marketing research* is the planning, collection, and analysis of data relevant to marketing decision-making and the communication of the results of this analysis to management.
- *We are not trying to become experts in research after this class!* Rather, our general objective is for you to learn enough to:
 1. Communicate your research needs to a professional researcher and evaluate his/her research report.
 2. Collect and interpret your own research data, when necessary.
 3. Utilizing your knowledge to help a community partner
- Success in meeting these objectives will be measured by way of a number of exams, assignments, project(s), quizzes, and homework(s). The measurements are geared to ensure that students know

the “language of marketing research” and have a working knowledge of the basic terminology.

- ☆ **Student Syllabus Guidelines:** You may find a more detailed description of the policies online. These guidelines will also provide you with a link to the specific university policy or procedure. See: <http://www.shsu.edu/syllabus/>
- ☆ **Academic Dishonesty:** Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any type of *scholastic dishonesty (e.g., cheating, plagiarism, collusion, etc.) will NOT be tolerated at all*. If any student(s) is/are found involved in any act of academic dishonesty, serious action *will* be taken. Please make sure *not* to plagiarize anyone else’s work either intentionally or unintentionally. Plagiarism is defined as *using someone else’s words or ideas without proper attribution*. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper. The professor reserves the discretion to use *Turnitin*® to determine if a violation occurred.
See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>
- ☆ **Classroom Rules of Conduct:** Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. **STUDENTS ARE TO TURN OFF ALL CELL PHONES, PDA, BLACKBERRY, IPOD, AND ALL NOISE MAKING DEVICES (e.g., BEEPERS) WHILE IN THE CLASSROOM. Under no circumstances are cell phones or any electronic devices to be USED OR SEEN BEING USED during class. IF I SEE YOU USING A CELL PHONE DURING CLASS (e.g., FOR TEXTING OR SURFING), YOU WILL BE MARKED ABSENT FOR THAT DAY AND ADDITIONAL MEASURES MAY BE TAKEN.** Students may tape record lectures provided they do not disturb other students in the process. **Your computers must be turned off during class, unless you are instructed to turn them on. Please do not play games, send messages, surf the internet, etc. during class/lab.**
 - * Due to the continuous abuse and misuse of the class electronic devices policy during the previous semesters, I have implemented the following *policy*.
 - The first time your cell phone/beeper goes off (during class) or I see you playing games or text messaging, etc., you will be warned. **This includes walking out during class to answer a phone call and returning later. If you need to leave the class for some reason, please inform me prior to class.**
 - The second time there will be a 5% reduction on your overall average for the semester (i.e., if you have an 83%=B at the end of the semester, you will now have a 78%=C).
 - The third (and all subsequent) time(s) is when you drop a letter grade for each incident.
 - * You should be prepared for every class. That is, you are responsible for reading the text before coming to class. I may open every class by asking someone to summarize the topic of the day, discuss current affairs, discuss any new research study, etc. Also, do not hesitate to ask questions in class, because usually another student has the same question.
 - * **PLEASE REFRAIN FROM COMING LATE AND/OR LEAVING EARLY, TALKING TO OTHER STUDENTS DURING CLASS, AND READING THE NEWSPAPER. *Tardiness (which here includes coming late or leaving early FOR ANY REASON) will be treated as ½ of an absence.***
 - * As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class.
 - * Please refer to the Catalogue, Schedule, and www.SHSU.Edu for *important dates* (e.g., drop date, final exam, and spring break).
 - * **Generally, assignments must be completed by the due time and date.** If an assignment is

accepted (hard copy only) and graded as a late assignment, it will be penalized 50% (min) to 100% (max). **NO ASSIGNMENT WILL BE ACCEPTED 3 days after the due date** (no exceptions).

* Every attempt will be made to make the lecture notes available *prior to class* on Blackboard.

- ☆ **Student Absences on Religious Holy Days:** Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. See *Student Syllabus Guidelines*: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf
- ☆ **Students with Disabilities Policy:** It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center.
See *Student Syllabus Guidelines*. http://www.shsu.edu/~vaf_www/aps/811006.html
- ☆ **Visitors in the Classroom:** Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.
- ☆ **Attendance:** Regular attendance is *strongly recommended, encouraged, and required* to succeed in this course. Based on personal experience, ***success in Marketing Research is highly correlated with attendance***. A record of class attendance will be maintained (with the assistance of a seating chart), for the purpose of giving a *curve, attendance, and participation grade* at the end of the semester (see *Curve* below). The attendance and participation grades will be based on a ***relative scale*** rather than an absolute scale (i.e., how you did in both the areas relative to the rest of the class). The attendance sheet may be passed around or taken *any time* during the lecture period. ***It is your responsibility (and not mine) to make sure that you have signed the attendance sheet or marked present.***
- ☆ **Article Presentation/Participation:** Each student must bring an example of a **current** (i.e., within past 2 years) and **relevant** (i.e., related to class material) research study (i.e., either good or bad) to class (based on your assigned date) and share them with the rest of the class. **You need to discuss (in about 3- 5 minutes) and summarize (in 300-350 words) the following: THE HYPOTHESIS (IF ANY), METHOD OF DATA COLLECTION USED, SAMPLING METHOD USED, STATISTICS REPORT, RESULTS/CONCLUSIONS OF THE STUDY CRITIQUES OF THE STUDY, ETC. PLEASE SEE NOTE IN THE OUTLINE BELOW**
- ☆ **Exams:** Exams will be conducted at the completion of certain chapters of the textbook. You are responsible for material in the textbook and material that is covered in class (and may not be in the textbook). Each of the 4 *periodic exams* will be “*standalone*”. All exams will be closed book and notes. All exams will be some combination of multiple choice, true-false, open-ended questions, etc. If you come *beyond 10 minutes* of the scheduled time, you will NOT be allowed to take the exam. **No late/early/improvement exams will be given.** YOU MUST take each of the scheduled exams at the scheduled time (*official university business is the only exception*). **In the interest of saving class time, I will not be able to go over your exams in class. You may come to my office during office hours if you want to go over your exam.** Under *rare exceptions* (at the instructor's discretion), **a student may take an exam late or early for a 10% (min) to 25% (max) penalty** (this policy does

not apply to students who miss exams for *official* university business).

- ☆ **Group Project:** If we do a major project, each student team (consisting of 3-4 students) must do the project(s) together during the entire semester. Every student team must appoint a team leader (who will serve as my contact person). It may involve designing a questionnaire, collecting primary data from subjects, data entry, editing, coding, analyzing the collected data, and writing a report.
- ☆ **Homework:** Periodically, homework (e.g., analyzing data using SPSS, cases, etc.) will be assigned during the semester. This will have to be done *individually* or *as a group* (see instructions on assignment). For example, you will be asked to reproduce the SPSS printouts, analyze cases, do data analysis, etc.
- ☆ **Curve:** A curve will be given at the *end of each periodic exam only* if the class average is <70% (to bring the exam average to 70%). Also, a curve will be given at the *end of the semester* (i.e., once all the grades are in); such that the *class average is 75%* for all exams. ANY END OF THE SEMESTER CURVE WILL APPLY USING THE FOLLOWING POLICY.
 - ✓ Any student who misses **LESS THAN 5 (i.e., 4 or less) classes equivalent (irrespective of the reason)** during the entire semester will automatically receive an end of semester curve. The “*end of the semester curve*” (i.e., once all the grades are in) will be given to bring the *class end of semester average to 75%* for all exams (e.g., if the class average at the end of the semester is 73%, then you will receive a 2% curve). If the class average is greater than 75, then a “*border line curve*” (e.g., 89, 79, 69, and 59) will be given.
 - ✓ Any student who misses **5 - 7 classes** during the entire semester will NOT receive any end of semester curve but will also NOT be penalized.
 - ✓ Any student who misses **8-10 classes** will **LOOSE 5%** on the overall end of the semester average. For example, if your average is 73% and you miss 8 classes, then your final grade will be 73%-5%=68%, which will be a “D”
 - ✓ **ANY STUDENT WHO MISSES MORE THAN 10 CLASSES DURING THE SEMESTER (IRRESPECTIVE OF REASON) WILL AUTOMATICALLY RECEIVE AN “F” IN THE COURSE (NO EXCEPTIONS).**
- ☆ **Weight:** Grades for the semester will be assigned on the following basis: **Exams - 65% & Other - 35%**. Other includes **Attendance/Participation** (5%-10%); **Project** (10%-15%); **Homework** (0%-10%), **Quizzes** (0%-10%), **Assignments** (10%-20%).
THE INSTRUCTOR RESERVES THE RIGHT TO ASSIGN WEIGHTS FOR EACH OF THESE. All exams, assignments, etc. will be graded on a 100-point scale.
- ☆ **Evaluations:** Peer evaluations **MAY** be done confidentially at the end of **each “group” assignment**. This will be used to compute individual grades for the assignment. Members of a group have the right to “fire” any member if he/she is not doing his/her share of the work. The “fired” member may either join a different group or be forced to do all the work on his/her own. **IF YOU DO NOT TURN IN A PEER EVALUATION FOR A PARTICULAR ASSIGNMENT, EQUALITY AMONG THE MEMBERS WILL BE ASSUMED (i.e., THE GROUP GRADE WILL BE THE INDIVIDUAL GRADE).** While one copy of the peer evaluation form is attached to the syllabus, additional forms may be obtained from Blackboard.
- ☆ **Grade:** All grades will be posted regularly on Blackboard. No grades will be given over the telephone or via e-mail. Final grades will be posted on Sam-Info *between 24-48 hours after the scheduled final exam*. Final grades will be based on the following grading system (%): 90.00-

100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F

- ☆ **Prerequisite** - You are required to have taken the equivalent of Principles of Marketing (MKTG 3310 and the two Business Analysis (BANA 2372 and BANA 3363) courses.
- ☆ **Syllabus:** This syllabus is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).
- ☆ **Since this is NOT an ACE designated course for this semester, you are not going to be volunteer consultants:** As consultants to an organization/committee at SHSU, you will not only learn knowledge and skills, but also actively use them to make a difference in our community. This experience, it is hoped, will help you see yourself as a positive force in this world and deepen your understanding of your role as a citizen. **At the end of the course, you may have to write a reflection of your experience working with the community partner.**
- ☆ **Extra Credit/Bonus** – Every exam will have a few bonus questions. You will have an opportunity to conduct a Mystery Shopping exercise of your choice. Additionally, you may earn extra credit by attending **ANY ONE** of the COBA events. To receive extra credit you must type a two-page (double spaced) summary of the event (i.e., integrate what you learn from the event with material in the textbook). To receive credit, you must save your summary as a pdf and upload it in Blackboard. Participation grade for a COBA event will be added to your overall average at the end of the semester. Additional bonus opportunities may be provided (e.g., participation in a panel, mystery shopping, etc.). Below is a list of acceptable COBA events
 - **Executive-in-Residence Presentation (Sam Golden)**, Tuesday, September 19 (Mafrige Auditorium, 9:30)
 - **Meet the Firms**, Tuesday, September 19 (LSC Ballroom, 6:00-8:30)
 - **Internship Fair (Market to SO, JR, SR)**, Thursday, September 21 (SHB Foyers, 12:30)
 - **Ethics Presentation (Andy Fastow)**, Tuesday, October 3 (Mafrige Auditorium, 12:30)
 - **COBA Alumni Career Panel and Cookout**, Tuesday, October 17 (Rooms TBA, 3:30)
 - **Federal Reserve Trip**, Monday, November 6 (Depart for Houston, 2:00)
- ☆ **Social Events organized by COBA:** No extra credit will be given for attending any of the following events. Never the less, you are encouraged to attend these events for networking (e.g., **COBA Courtyard Cookout, COBA Alumni Networking Reception, and Graduation Reception**).
- ☆ **E-book Access:** To open your book in **Bookshelf** for iOS and Android (mobile device) or on your computer, you must have a Bookshelf account. To access the E-book, you must do the following:
 - Download Bookshelf for iOS, Android, Mac, or PC (<http://www.vitalsource.com/downloads>)
 - Once Bookshelf is installed, launch Bookshelf.
 - Sign in with your Bookshelf account email address and password (you will have to first register/create your account).
 - Click on "Redeem" on the top pane to add the textbook to your library (you should be able to view all books in your account).
 - Tap on the title to download the book to your mobile device or your computer. Once downloaded, double-click again to open the book.
 - You should be able to navigate thru the e-book by using the icons on the left and bottom panel.

- ☆ **NOTE: It is imperative that you come to class regularly for at least 2 reasons: (1) Substantial amount of material that will be covered in class is not in the textbook; (2) Some parts of the grade in this course involve group work. Your group member's grade is dependent on your participation and performance on the assignment.**

COURSE OUTLINE

| DAY | DATE | TOPIC | CHAPTER |
|------------|--------------|---|-----------------|
| W | 8/23 | Introduction <i>Instructor, Students</i> | N/A |
| M | 8/28 | Hurricane Harvey | No Class |
| W | 8/30 | Hurricane Harvey | No Class |
| M | 9/4 | Labor Day | No Class |
| W | 9/6 | Introduction to Marketing Research <i>Marketing Research Process, Marketing Research's Role in decision making</i> Ethics in Marketing Research | 1A 1B |
| M | 9/11 | The Marketing Research Proposal (including RFP) Defining the Marketing Research Problem and Developing an Approach | 1C 2 |
| W | 9/13 | Research Designs <i>Exploratory, Descriptive, Causal</i> | 3A |
| M | 9/18 | Secondary and Syndicated Data <i>Advantages/disadvantages; Internal and external secondary data</i> | 3B |
| W | 9/20 | Qualitative Research <i>Focus Groups, Depth Interviews, Projective Techniques</i> | 4 |
| M | 9/25 | Exam 1 | 1-4 |
| W | 9/27 | Survey Research <i>Telephone, Person, Mail</i> | 5A |
| M | 10/2 | Observation Research <i>Different Methods – using people and/or machines</i> | 5B |
| W | 10/4 | Causal Research <i>Laboratory vs. field, test marketing</i> | 6A |
| M | 10/9 | Experimentation <i>Validity, experimental designs</i> | 6B |
| W | 10/11 | Exam 2 | 5-6 |
| M | 10/16 | Levels of Measures <i>Nominal, Ordinal, Interval, Ratio</i> | 7A |
| W | 10/18 | Measurement and Scaling <i>Common scales used</i> | 7B |
| M | 10/23 | Scale Evaluation (i.e., quality) <i>Validity and reliability</i> | 7C |

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|---|-------|--|----------|
| W | 10/25 | Questionnaire and Form Design <i>General rules of thumb used to design good questionnaires</i> | 8 |
| M | 10/30 | Sample Size Determination <i>Different sampling methods</i> | 9A |
| W | 11/1 | Sampling Theory and Methods <i>Sampling plan, probability vs. nonprobability sampling methods</i> | 9B |
| M | 11/6 | SPSS Day | N/A |
| W | 11/8 | Exam 3 | 7-9 |
| M | 11/13 | Data Collection and Preparation <i>Editing, coding, data entry, cleaning</i> | 10 |
| W | 11/15 | Basic Data Analysis <i>Measures of central tendency and dispersion; Hypothesis testing, cross-tabulation and Chi-square test</i> | 11 |
| M | 11/20 | Advanced Data Analysis I <i>One-sample t-test, two-sample t-test, paired sample t-test, F-test,</i> | 12A |
| W | 11/22 | Thanksgiving Break | No Class |
| M | 11/27 | Advanced Data Analysis II <i>Correlation Analysis and Regression Analysis</i> | 12B |
| W | 11/29 | Report Preparation and Presentation <i>Writing the research report and presenting the results</i> | 13 |
| M | 12/4 | EXAM 4 + Software (Section 1: 1:00-3:00 & Section 2: 3:30-5:30) | 10 – 13 |
| <p>Due to Hurricane Harvey, I have made some changes to the “original” syllabi (e.g., we have no catch-up days before each exam). Additionally, since we will be losing almost 4.5 hours of contact time this semester (3 hours due to Harvey and 1.5 hours due to labor day), I have decided NOT to do any <i>class discussion</i> of Articles in class. You are just responsible for doing the <i>written part</i> (finding an article and writing your summary). You can upload both the article and summary on to Blackboard on your due dates.</p> | | | |
| Please check the SHSU Website for additional important dates (e.g., drop, graduation, etc.) | | | |
| THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THE SCHEDULE | | | |

Peer Evaluation Form for Assignment/Homework _____

(You may make additional copies of these)

Instruction: Please indicate (*in your opinion*) the number of points, on a scale of 1-100, as to how much effort was put into the group assignments by each member of the group. When evaluating each member's contribution, please consider each of the following factors: attendance at meetings, creative contributions (original idea), grunt work (computer time, research time, typing), and writing. Do not give full credit unless they made substantive contribution. **Please make sure that the total adds up to a 100.** Also, please make sure you include yourself in the allocation of points. For example, if all group members did about the same amount work (*assuming there are 5 members in a group*), each should receive a score of 20. If one member did more than their share of the work, they should receive a score greater than 20. Remember, if a group member did what other members of the group agreed upon, then that member should receive their fair share. When you complete the evaluation, you must sign the form. The evaluations are confidential and will not be shown to others. Failure to hand in this form will result in equality to all members of a group (i.e., group grade = individual group). You **cannot** turn in an evaluation form for an assignment that has been graded and handed back.

Your Name: _____ Your Signature and Date: _____

| | Last, First name (please print) | Points (<i>for now you can put contact information</i>) |
|---|---------------------------------|---|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | Yourself | |

Total = 100

If you give some one less than or more than their share (i.e., <20 or >20), please indicate in the space below as to your reason for doing so. Please provide as much detail as possible.
