



Course **MKT 3340, Marketing Research**
Professor **B.P.S. Murthi**
Term **Spring 2013**
Meetings **Thursday, 4.00 p.m. to 6.45 p.m., SOM 2.717**

Professor's Contact Information

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Other Information I don't usually read WebCt email, so please use my UTD email address to send emails.

General Course Information

Pre-requisites	MKT 3300
Course Description	<p>This course introduces the methods employed in conducting good market research studies. Marketing managers need good information to make good decisions. Some of the questions that they could ponder upon are:</p> <p>Who are my products' loyal buyers? What do they like about the product? What bothers them when they use the product? How much are they willing to pay? What television programs do they watch? How satisfied are my customers?</p> <p>This course will provide you the skills needed to design market research studies, collect, and analyze data that is useful to managers in making decisions. Further, the course will give you an understanding of the advantages and limitations of market research so that as managers you can decide what research is useful. Topics include research design, experimentation, data collection procedures, questionnaire design, sampling, and basic and advanced data analysis.</p>
Learning Outcomes	Become proficient in designing and conducting market research studies and make appropriate recommendations. Learn to use statistical packages and Excel to do the analysis.
Required Texts & Materials	Basic Marketing Research: Using Microsoft Excel Data Analysis, Alvin C. Burns and Ronald F. Bush, Prentice Hall, 3 rd Edition (2011, ISBN: 978-0135078228, older editions are fine). (Cost: new \$133.19)
Suggested Texts, Readings & Materials	Extra articles for reading may be posted on WebCt during the semester.

Assignments & Academic Calendar

Session No.	Date	Topic	Preparation
1	Jan 17	Introduction to Market Research	Chapters 1-3
2	Jan 24	Research Design	Ch. 7
3	Jan 31	Secondary data	Ch. 5
4	Feb 7	Qualitative methods Primary Data - Questionnaire Design	Ch. 4 Ch. 8
5	Feb 14	Questionnaire Design	Ch. 8
6	Feb 21	Sampling Fundamentals	Ch. 9
7	Feb 28	Data preparation & Basic Data Analysis	Ch. 10
8	Mar 7	MidTerm Exam	
	Mar 14	Spring Break	
9	Mar 21	Hypothesis Testing	Ch. 11
10	Mar 28	T-tests, Cross tabs	Ch. 12
11	Apr 4	Regression Analysis Conjoint Analysis	
12	Apr 11	Experimental Design	
13	Apr 18	A/B testing	
14	Apr 25	Project presentations	
15	May 2	MR on the Internet, Review	
16	May 9	Final Exam	

Course Policies

Grading Criteria	Homework assignments MR News Class Participation Project report Project presentation Midterm and Final exams	20% 5% 10% 15% 5% 45%
Class participation	Class participation grade is subjective and will be based on 1. Preparation for the class: whether the student has read the case, understands the issues and concepts involved, etc. 2. Participation: whether the student participates in the discussion and contributes to the analysis 3. Attendance	
Project	Students will be form groups and each group will develop and execute a market research study. For example, a group might design a research study to measure customer satisfaction among consumers of bank services. They will then proceed to develop the questionnaire, test it on a few respondents and even administer it to a small sample of respondents. The data will be analyzed and a written report will be submitted. The projects will also be presented to the entire class.	

<p>Evaluation of project presentation</p>	<p>Content: How interesting were the issues that were studied? Were the research design and analysis appropriate to the problem being studied?</p> <p>Presentation: Was the presentation interesting? engaging? Confidence of the speakers - relaxed. Clarity of the talk - speed, loudness. Were the visuals presented clearly? Was a clear conclusion provided?</p>
<p>Make-up Exams</p>	<p>There will be no make-up exams</p>
<p>Extra Credit</p>	<p>There is no provision for extra credit.</p>
<p>Late Work</p>	<p>Late work will not be allowed unless adequate verifiable reason is provided and permission is obtained from the instructor.</p>
<p>Class Attendance</p>	<p>Class attendance will be taken in each class. Students are expected to show 90% attendance in this course.</p>
<p>Classroom Citizenship</p>	<p>A successful course requires expectations to be satisfied on both sides. You can expect that I will select relevant materials and present them effectively in class. I will foster a supportive environment in the classroom. I will be available at designated times to answer questions. I will provide feedback on your performance in the course both formally and informally.</p> <p>I expect that you will prepare carefully for each class and will be ready to participate in all class discussions. I expect that you will come to me if you have any difficulty with the material, or if you have suggestions to improve the quality of the course.</p>
<p>Student Conduct and Discipline</p>	<p>Most classes will open with a five-minute discussion of "MARKET RESEARCH NEWS" and a short question answer period. The class discussion and lecture will focus on a given set of chapters</p>
<p>Academic Integrity</p>	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
<p>Email Use</p>	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to</p>

	<p>maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
Disability Services	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p style="text-align: center;">The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p>

	<p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<p>Religious Holy Days</p>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
<p>Off-Campus Instruction and Course Activities</p>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

These descriptions and timelines are subject to change at the discretion of the Professor.