



MKT 3340.001 Marketing Research

Syllabus, Spring 2024

Thursday 4 - 6:45 pm, JSOM 12.222

Instructor	Wensi Zhang
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Office Hour	Thursdays 1:00 pm - 3:00 pm
Office Location	JSOM 13.217 or via TEAMS

Course Description

This course is designed to provide you with the skills and tools needed to understand, evaluate, and conduct marketing research. Marketing research involves the development of research questions, data collection, data analysis, and inference, all with the goal of making better marketing decisions. Marketing research is vital in the assessment of new business opportunities, go/no-go decisions for new products, pricing, product design issues, etc.

This course primarily utilizes lectures supplemented with real-life examples and practical applications. Active participation in discussions is highly recommended, as it enriches the learning experience for all. Students are encouraged to engage in constructive dialogues during sessions.

Course Prerequisites

MKT 3300 and (STAT 3360 or OPRE 3360)

Student Learning Objectives/Outcomes

- Articulate information to collect to discover consumer needs and/or solve marketing problems.
- Develop experience in the application of marketing research tools to address marketing problems.
- Analyze and interpret data from surveys for presenting and defending research-driven recommendations.

Required Textbook

- *MR2* by Brown and Suter, Southwestern Cengage Learning.
ISBN 13: 978-1-133-95841-3 Cengage Unlimited (at the UTD Bookstore)

Qualtrics - <https://utdallas.qualtrics.com>

Course Schedule

Note: sessions are tentative and are subject to change

Week	Date	Topics and Activities	Deliverables Due
1	1/18	Course Introduction and Syllabus Review Overview of Marketing Research (Chapter 1)	
2	1/25	Problem Formation and Research Designs (Chapters 2 & 3)	
3	2/1	Secondary and Primary data collection (Chapters 4 - 6)	Group Members, Topic, and Contact
4	2/8	Asking Good Questions and Questionnaire Design (Chapters 7 & 8)	Research Proposal
5	2/15	Guest Lecture Exam 1 Review	
6	2/22	Exam 1 (Closed Book)	Questionnaire Peer Evaluation 1
7	2/29	Sampling Plan (Chapter 9)	
8	3/7	Data Collection and Data Preparation (Chapter 10 & 11)	
9	3/14	No Class (Spring Break)	
10	3/21	Data Analysis: Univariate, Multivariate, and Cross Tabs (Chapter 12)	
11	3/28	Data Analysis: Correlation and Hypothesis Testing (Chapter 12)	
12	4/4	Data Analysis: Regression and Multiple Regression (Chapter 13)	
13	4/11	Prepare the Research Report (Chapter 14)	
14	4/18	Guest Lecture Exam 2 Review	
15	4/25	Group Project Presentations	Written Project Report Presentation Slides Peer Evaluation 2
16	5/2	Exam 2 (Closed Book)	

Grading Policy

A total of 500 points will be determined by the following:

Exam 1 (individual, closed book)	= 150 points
Exam 2 (individual, closed book)	= 150 points
Project research proposal (group + individual)	= 50 points
Survey data analysis, report, and presentation (group + individual)	= 150 points
Total	= 500 points

The research proposal will be evaluated based on

Research topic	= 10 points
Written proposal	= 30 points
Peer evaluation 1	= 10 points
Subtotal	= 50 points

The final project will be evaluated based on

Questionnaire	= 20 points
Analysis and conclusions	= 25 points
Final report	= 50 points
Presentation (slides and present)	= 25 points
Peer evaluation 2	= 30 points
Subtotal	= 150 points

Note: Midterm grade will be based on Exam 1 only.

The grading scale is based on the following point distribution:

Raw Score	Letter grade	Raw Score	Letter grade
490 - 500	A+	375 - 394	C+
450 - 489	A	350 - 374	C
445 - 449	A-	345 - 349	C-
425 - 444	B+	323 - 344	D+
400 - 424	B	300 - 322	D
395 - 399	B-	Below 300	F

Exams

Both exams will consist of multiple-choice questions. They will be closed-book, and given in the classroom. These exams are designed to test your understanding of the basic terminology and tools in marketing research as well as your depth of understanding of important marketing research concepts. Exams cover all topics discussed in class. The second exam will be partially cumulative. *You are required to take both exams and bring scantron 882-E for both exams.*

Marketing Research Group Project

Purpose and Overview

This project challenges you to apply the knowledge learned in this course. In a group of 4-6 people, you will conduct an approved research study. Project activities include the following:

- | | |
|---------------------------------|----------------------------------|
| 1) Formulate a research problem | 5) Determine research findings |
| 2) Determine the methodology | 6) Write the report |
| 4) Collect and analyze data | 7) Present findings to the class |

Note: For all group deliverables, always include your group number, group members, and the topic.

Research Project Part 1: Choose a Group and a Topic

- Choose a topic based on something you find interesting or curious about. Possible ideas are:
 1. Nonprofit projects: Nonprofit organizations, special-interest groups or professional organizations in town or on campus are good candidates for research projects. Are people targeted aware of the existence of the product/service? What is the image or perceptions of these organizations? How might these organizations improve their products or services? Could this group benefit from the introduction of a new program or service?
 2. Company projects: If you are working, could your current employer or another organization benefit from research on a problem/opportunity they are facing? How might information on your company's customers, competitors, products or services be helpful? Is there information that would help the company increase business?
 3. Personal interests: Are there any areas in business you find interesting? Have you often thought that certain information on a particular topic would be interesting to know? Are you thinking about starting your own business and would like to find out whether consumers would be interested in your product or service?

- **Deliverables: Group and Topic**

Download and complete the Group Member and Topic form (available on eLearning). *Submit the form through email (one email per group) before February 1st.* The form consists of the following:

- Group members
- Plan for dividing up project responsibilities
- Specific topic area to explore
- Who will benefit from this research (company, association, etc.)
- Why you choose this area (personal interest, access to topic information, etc.)

Research Project Part 2: Develop a Research Proposal

- A research proposal states your research objectives and outlines your research design. Think of this as a consulting document that will be given to your client for approval, rather than a course assignment.
- **Deliverables: Research Proposal and Questionnaire**
Your group will submit a marketing research project proposal and design a survey. A typical project proposal would include the following:
 - a description of the research problem and about 5 specific research questions (not questionnaire)
 - a brief description of your proposed sample
 - a questionnaire (after your proposal is approved by the instructor)
- Formatting specifications for your proposal:
 - Format: PDF
 - Page setup: letter size (8.5" x 11")
 - Margins: 1" on all sides
 - Font size: 12-point
 - Line spacing: single-spaced
 - Maximum length: 2 pages

Grades for this will be posted after all individual peer evaluations are received for each group. A MS Word peer evaluation form is available at the course home page on e-learning. This should be completed individually and emailed directly to the instructor as an attachment. Failure to turn in a peer evaluation will result in lower grades.

- The research proposal is due on February 8th. The questionnaires and the peer evaluation form are due on February 22nd.

Research Project Part 3: Analysis, Report, and Presentation

- Students will conduct a survey, collect a minimum of 50 usable responses, analyze the data, and write a report.
- **Deliverables: Written Report and Presentation Slides**
All reports should include the following content:
 - Cover page with names of group members who participated, title of survey, and date
 - Table of contents page with page numbers

- Executive summary in 1 page (problem description, research questions, whom you surveyed, number of responses, major findings)
- Research problem description
- Research questions (not the full questionnaire)
- Methodology of data collection
- Findings
- Conclusions
- Limitations
- Recommendations
- References
- Appendix A – copy of blank survey
- Appendix B – summary statistics for each question on the survey (response frequencies, percentages)
- Appendix C – crosstabs
- Formatting specifications for your report:
 - Format: PDF
 - Page setup: letter size (8.5” x 11”)
 - Margins: 1” on all sides
 - Font size: 12-point
 - Line spacing: single-spaced
- A 10-minute Powerpoint presentation of your project should be made at the end of the semester.
- Submit the written report, presentation slides, and the peer evaluation form before April 25th.

Peer Evaluation

Individual grades for the term project will be influenced by peer evaluation. The peer evaluation form will be available in e-learning in the project folder. Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. Not every group member will have the same talents, but every member is expected to attend group meetings and make regular contributions to enhance their group’s chances of completing a good project.

A peer evaluation form is available on the course home page in e-learning and must be turned in individually for both parts of the project. *Failure to turn in peer evaluations will result in reduction in the project grade by a letter grade.*

To address a free rider problem, a group may fire one or more members after a written warning (email with a copy to the instructor) and deadlines have been communicated and missed. *There is no provision in this course for an individual project. A person without a group will get a zero on the project.*

Class Policies and UTD Policies

Re-grading Policy

All requests for re-grading must be made in writing and state the basis of the request. The original graded assignment must be submitted along with the request. Please submit re-grading requests directly to the course instructor. *All requests must be made within one week (7 calendar days) of the date the assignment is returned. This one-week limit and above procedure also apply to the group research project.*

Clerical errors will be corrected at no risk to the student. All other re-grading requests will result in re-grading the entire assignment. Downward as well as upward revisions to a grade are possible.

Make-up Exams

There is NO make-up exam. Requests for rescheduling an exam will only be considered under special circumstances with valid proof, such as governmental duties, a written doctor's note, or under an extreme personal situation with documentation. *Notification of needing to miss an exam must be given prior to the exam through email.* Failure to give notification results in an automatic zero on that exam and is computed into the student's overall average.

Assignment Due Dates and Late Work

All deliverables listed on the course schedule must be submitted before or at the beginning of class on the indicated due date. Late work will not be accepted and will result in either a zero on the assignment or a lower grade. This policy also applies to the group research project.

Extra Credit

There is no provision for 'extra credit' assignments.

Class Attendance and Participation

Regular and punctual class attendance is expected. *If you miss 4 classes you will fail the course. If you come late and leave early, it will be counted as an absence.* Performance in this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class. Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Classroom Citizenship

Please be respectful to your classmates and the instructor. Use of cellphones in class is prohibited. You are not allowed to record anything in the classroom.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be

downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the AccessAbility Resource Center has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. *It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities.* General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part I, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. 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 (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expect from students a high level of responsibility and academic honesty. The value of an academic degree depends upon the absolute integrity of the work done by the student for that degree,

therefore it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

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.

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.

Email Use

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 UTD 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 maintain a high degree of confidence in the identity of all individuals 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 UTD provides a method for students to have their UTD mail forwarded to other accounts.

Withdrawal from Class

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, the instructor 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.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

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.

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.

Incomplete Grade Policy

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*.

Disability Services

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.

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)**

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).

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 with letters from Disability Services on and before 2/8 (the 4th week).*

Religious Holidays

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.

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.

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.

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