

Course Syllabus

Course Information

Course Number/Section	MKT3340/Section 001
Course Title	Marketing Research
Term	Fall 2013
Class Hours	Mon, Wed 2:30 p.m. – 3:45 p.m.
Class Location	JSOM 2.722

Professor Contact Information

Professor	Yuanping Ying
Office	JSOM 3.225
Phone	972-883-4737
Email	yingyp@utdallas.edu (preferred to eLearning email)
Office Hours	Wednesday 4 – 5 p.m. or by appointment
Teaching Assistant	Skye Johnson (skyenicolejohnson@gmail.com)
Course Website	http://elearning.utdallas.edu

Course Description

This course is about data: how to gather it and how to make sense of it. The last decade has seen an explosion in the quantity and quality of information available to managers. We will focus on understanding data relevant to marketers, the types available, methods of collection and analysis. Course participants will learn to unambiguously define a research goal, create an effective measurement instrument (survey, focus group, etc.), and rigorously analyze the resulting information.

Topics to be covered include research design and implementation, secondary data sources, qualitative methods, survey design, sampling techniques and the standard methods of univariate analysis. Throughout, emphasis will be placed on types of analyses appropriate to particular kinds of marketing data; however, the course will be neither statistically nor ‘computerly’ intensive.

Since design is a process, the course will be highly process-oriented, involving extensive discussion of methodology and readings. Class sessions will typically be split between theory (e.g., how to design an unbiased survey) and application (e.g., analyzing actual surveys). Students will be involved in both individual and group projects and presentations.

Student Learning Objectives/Outcomes

1. Students will be able to identify what information to collect in order to solve a marketing problem.
 2. Students will be able to design and analyze a survey.
 3. Students will be able to make strategic marketing decisions.
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Textbooks and Materials

Basic Marketing Research, Naresh K. Malhotra, 4th Edition (2011, ISBN: 978-0132544481, older editions are fine).
(Cost: new \$183.26)

Assignments & Academic Calendar

See attached tentative class schedule.

Course Requirements and Grading Policy

• Midterm Exam	25%
• Final Exam	25%
• Assignment 1	5%
• Assignment 2	5%
• Assignment 3	5%
• Assignment 4	5%
• Group Project	
• Presentation	15% (*weighted)
• Writing	<u>15% (*weighted)</u>
TOTAL	100%

Note that your final letter grade will be based on your percentile in the class.

Exam: We will have two exams. The exams will be non-cumulative, closed-book and consist of a combination of multiple-choice and short answer questions. You may bring a calculator with you. Put together, these exams will account for 50% of your total grade. **The midterm exam will take place on Monday, October 14th, regular class time, and the final exam will take place on Monday, December 16th.** The exact time for the final exam will be announced later. The venue for both exams will be our regularly scheduled classroom, JSOM 2.722.

Important Note: No make-up exams will be allowed. Failure to take any of the exams will result in failure in this course.

Assignments: There will be four assignments and each accounts for 5% of your grade. Only Assignments 2 to 4 will be graded for their quality of work. However, failure to submit Assignment 1 will cost 5% of your grade. All assignments should be submitted electronically to the course website via eLearning.

Group Project: The group project accounts for 30% of your total grade. Each group should have either 5 or 6 members, and you're allowed to form your own groups. The group sign-up sheet is due on **Wednesday, September 4th**. You may also submit your group information to yingyp@utdallas.edu. If your group information is not received by **September 4th**, I will randomly assign you to a group. The group membership will be finalized and announced on the course website on **Friday, September 6th**.

Each group will submit a one to two page proposal for their project by **Wednesday, September 18th**. The proposal will NOT be graded. Guidelines for the project will be provided.

Your group will present the project to the entire class between **December 2nd** and **December 9th**. I will announce the presentation schedule once the groups are finalized. The average amount of time permitted for this presentation is 15 minutes. Each group must submit the final version of your presentation slides electronically to the course website via eLearning **before 2:30pm on December 2nd**. The final project write-up is due **by 5pm on Wednesday, December 11th**. An electronic copy (to the course website via eLearning, word or pdf file) of the write-up should be submitted. Please title your file **exactly** like so:

MKT3340_001_Fall 2013_Project Write-up_Group #.ext where “ext” = pdf or doc or docx.

Your group’s grade for the project will be determined by: 1) how well you present the project to the class and answer follow-up questions (15%); and 2) how well written your project is (15%).

Group Participation: Team work is an important component of the learning experiences of this course. Your participation in the group will be assessed by each of the group members. The group peer evaluations are due on **Wednesday, December 11th**. You may also submit your peer evaluations electronically to the course website via eLearning.

In order to prevent free-riding, your grade for the project will be weighted by your group participation score.

For example, let’s assume that your group did a perfect job and made 15 (out of 15) for the presentation, and 15 (out of 15) for the written marketing plan. If you were an active and valuable player in the team and therefore received an average of 10 (out of 10) in peer-evaluation, then your total score from the group project would be:

$$(15 + 15) \times \frac{10}{10} = 30, \text{ which is a perfect score.}$$

On the other hand, if you had been shirking your responsibilities and avoiding your share of the work, and therefore received an average of 5 (out of 10) in peer evaluation, then your total score from the group project would be:

$$(15 + 15) \times \frac{5}{10} = 15$$

Again, the purpose of this policy is to curb free-riding in the group project, so that students make every effort to contribute to the marketing group project and learn from this experience.

Class Participation: your class participation will be evaluated on the basis of both the volume and the quality of your involvement. There are several ways you can participate: ask questions, share your thoughts, and actively participate in the case discussions.

Software: We will be using Excel for all data analysis. However, you’re welcome to use any other statistical software. For example, those of you planning to pursue the subject further may want to investigate SAS or SPSS, both of which are powerful packages for data analysis and available at the School of Management.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time.

Regrading Policy: Should you think that something is graded incorrectly and would like to have it regraded, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. **Keep in mind that the entire exam will be regraded and as a result your new and final grade for that test could be higher or lower than the original one.**

Field Trip Policies

Off-campus Instruction and Course Activities

Not applicable.

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 1, 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 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.

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 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 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.

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, 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.

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). 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.

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.

Religious Holy Days

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.

TENTATIVE CLASS SCHEDULE

	Date	Topic	Reading
1	August 26	Introduction & Course Overview	Ch. 1
2	August 28	Marketing Research Process	Ch. 2
	September 2	No Class, Labor Day	
3	September 4	Data Types Due: Group Sign-up Sheet	TBA
4	September 9	Measurement Scales	Ch. 9 & 10
5	September 11	Survey Design I Due: Assignment 1 (10pm on September 10)	Ch. 7 & 11
6	September 16	Survey Design II & Discussion of Group Project Due: Assignment 2	Ch. 7& 11
7	September 18	Research Design & Qualitative Methods Due: Group Project Proposal	Ch. 3 & 6
8	September 23	Guest Speaker (TBA)	
9	September 25	Secondary Data	Ch. 4 & 5
10	September 30	Sampling	Ch. 12
11	October 2	In-class Pretests	
12	October 7	Data Preparation	Ch. 15
13	October 9	Midterm Review	
14	October 14	Midterm Exam: 2:30pm - 3:45pm, JSOM 2.722	
15	October 16	Guest Speaker (TBA)	
16	October 21	In-class Group Work	
17	October 23	Basic Data Analysis I	Ch. 16
18	October 28	Basic Data Analysis II	Ch. 16
19	October 30	Lab Session I	
20	November 4	Basic Data Analysis III	Ch. 17
21	November 6	Lab Session II	
22	November 11	Basic Data Analysis IV Due: Assignment 3	Ch. 18
23	November 13	Lab Session III	
24	November 18	Basic Data Analysis V	Ch. 18
25	November 20	Lab Session IV	
		Due: Assignment 4 due on Friday, November 22	
	November 25	No Class, Fall Break	
	November 27	No Class, Fall Break	
26	December 2	Group Project Presentation Due: Presentation Slides	
27	December 4	Group Project Presentation	
28	December 9	Group Project Presentation	
29	December 11	Final Exam Review Due: Group Project Write-up & Peer Evaluations	
30	December 16	Final Exam: time TBA, JSOM 2.722	