Course Syllabus
MKT 6309 Marketing Research
The University of Texas at Dallas

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Course Information

Course

Course Number Section	MKT 6309
Course Title	Marketing Research
Term and Dates	~~Spring 2014~~Fall 2014

Professor Contact Information

Professor	B. P. S. Murthi
Office Phone	972-883-6355
Email Address	murthi@utdallas.edu
Office Location	~~SOM 3.808~~SOM 13.320
Online Office Hours	Tuesday 4-6 pm

About the Instructor

Dr. Murthi is a Professor of Marketing in the Naveen Jindal School of Management at The University of Texas at Dallas. He obtained his PhD from Carnegie-Mellon University, Pittsburgh. His research uses quantitative analysis to address issues in consumer promotions, customer relationship management, and personalization on the Internet. His research has been published in top journals such as *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Strategic Management Journal*, and *Journal of Business*. He has taught marketing management, marketing research, internet business models, and data analysis and has won the award for Outstanding Graduate Teaching at UTD. He serves on the Editorial Board of *Journal of Interactive Marketing* and *Review of Marketing Science*. He has served as the President of the E-Business Forum of INFORMS and has been the newsletter editor for ISMS, INFORMS for three years. He has also organized the Frank M. Bass conference at UTD for a number of years.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Pre-requisites : Students must have taken MKT 6301 and STAT 5311 before taking this course. If these pre-requisites are not met, you may obtain permission of the instructor before taking this course.

Course Description

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:

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?

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.

Student Learning Objectives/Outcomes

Become proficient in designing and conducting market research studies and make appropriate recommendations. Learn to use statistical packages such as Excel and SPSS to do the analysis.

Required Textbooks and Materials

Required Texts

- Marketing Research An Applied Orientation – Fifth or Sixth Edition by Naresh Malhotra Prentice Hall

Suggested Course Materials

Suggested Readings/Texts

- Extra articles and/or videos will be posted on eLearning during the semester.

Textbooks and some other bookstore materials can be ordered online through Off-Campus Books or the UTD Bookstore. They are also available in stock at both bookstores.

Course Policies

Make-up exams

There will be no make-up exams.

Extra Credit

There is no provision for extra credit.

Late Work

Late work will not be allowed unless adequate verifiable reason is provided and permission is obtained from the instructor before the due date.

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as discussion board, chat or conference sessions and group projects.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: http://www.utdallas.edu/elearninghelp, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the Getting Started with eLearning webpage.

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Course Access and Navigation

This course was developed using a web course tool called eLearning. It is to be delivered entirely online. Students will use their UTD NetID account to login at: http://elearning.utdallas.edu. Please see more details on course access and navigation information.

To get familiar with the eLearning tool, please see the Student eLearning Tutorials.

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat

service. Please use this link to access the UTD eLearning Support Center:
http://www.utdallas.edu/elearninghelp.

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Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the eLearning Tutorials webpage for video demonstrations on numerous tools in eLearning.

Interaction with Instructor

The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using murthi@utdallas.edu and **not** the course email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

(Provide the details on any discussion and participation requirements and guidelines using one or more of the communication tools applied to your course.)

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Student Resources

The following university resources are available to students:

UTD Distance Learning:
http://www.utdallas.edu/elearning/students/cstudents.htm

McDermott Library:
Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to http://www.utdallas.edu/library/distlearn/disted.htm.

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Student Assessments

Grading Information

Weights

Homework assignments	30	%
Class participation	10	%
Midterm Exam	15	%
Final Exam	30	%
Project report	15	%
Total	100	%

Grades will be given based on the final weighted score and will include the university grade system (i.e., will include A, A-, B+, B, B- etc).

Grading Policy

I will be following a system of relative grading where 30% of top students in the class will get an A or an A- grade. The next 50% of students will get a B or a B+. The remaining students will get their appropriate grades. This policy does not preclude giving higher grades if more students have achieved excellent scores.

Accessing Grades

Students can check their grades by clicking "My Grades" under Course Tools after the grade for each assessment task is released.

Assignments

There will be 3 homework assignments throughout the semester. Students are expected to answer the homework questions individually without collaboration with other students or persons. Each assignment will be 10% of the grade.

(Include assignment descriptions and details including point values)

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Group Projects

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 (50 or 60). The data will be analyzed and a written report will be submitted with insights and recommendations.

Students will upload a 10 minute video of their project which will be evaluated by all other students in the class.

All group members are expected to contribute to the group project. Peer evaluation forms will be given at the end of the semester to assess the contribution of each group member.

Groups will be assigned at the beginning of the class and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area may be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see the Web Conferencing page for instructions on making a reservation and other web conference information.

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the Submitting An Assignment video tutorial.

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any team project assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded**.**

Turnitin eLearning Assignment Submission Instructions

(Delete this section if Turnitin is not used for assignment submission.)

The project report assignment(s) will be submitted and examined through the integrated plagiarism detection tool called Turnitin. Please find the Turnitin assignment submission icon on the designated course page and click to open it. You can click the assignment title to view the assignment information. To submit your file, please click the submit icon, on the next page, select the option of "file upload" (or "cut and paste"), enter the submission title, click Browse to locate your file and click Submit button. You can then review (click "cancel, go back" if needed) and confirm your submission. (Note: only one single file may be submitted. Some common file types accepted are: Word, HTML, PDF, TXT and RTF.) You can go back to the assignment page to check the Originality Report (showing the percentage of similarity match and the sources detected) when it becomes available. Please note it may take some time for Turnitin to generate the originality report especially during the semester end busy time. For overwritten or resubmitted paper, it takes 24 hours. For more information and assistance on using Turnitin, please go to: http://www.turnitin.com/static/training.html.

Participation/Discussions

(Descriptions and details if any graded participation is required for the course, e.g. discussion topic postings. Please state the participation grading criteria and guidelines.)

Click here to enter text.

Online Tests/Quizzes

(Descriptions and details if any)

Click here to enter text.

You can access quizzes/exams by clicking the quiz/exam link on the designated page. Each examquiz is timed, and the number of attempts allowed within a scheduled time window will be specified. Please read the on-screen instructions carefully before you click "Begin". After each examquiz is graded and released, you may go to My Grades page and click the score link of the examquiz to view your graded submission. (Add if tests/quizzes will be in the eLearning class).

Final Examination

(Descriptions and details of the final, e.g. exam format, duration, content covered and etc., online exam within course site or a proctored exam? Is a Scantron form required?)

Click here to enter text.

Proctored Final Exam Information

(Delete this section if proctored exams not used.)

This course requires a proctored final examination. Students can attend an on-campus classroom exam session administered by the UTD eLearning Team on **Fri. (DATE) 9 am – 9 pm** and **Sat. (DATE), 9am – 5pm**. Students must bring a photo ID and check in at the SOM building lobby area (a table will be set up on the days of the exams) to be assigned to a classroom for the exam.

Students who are not able to attend the exam session on-campus can arrange an individual proctored exam with a testing service of their choice at a date within this required exam time window: **(DATE-DATE).** Students who find UTD geographically inconvenient may use a testing service at a convenient location to have the exam proctored. All individually arranged proctored exams must be completed within the required exam time window. Student using an outside testing service must inform the instructor, as well as the UTD eLearning Team (proctoredexam@utdallas.edu). A proctored exam form **must** be completed and sent back to the eLearning Team before **(DATE)**. Please go to the Proctored Exam Information page to download the **Proctored Exam Form** and find all the detailed information and procedures on arranging a proctored exam. All completed exams must be received by (date) to allow timely grade reporting to the UTD Registrar.

The UTD eLearning Team requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student fails to submit the exam form on time, the student will be required to come to campus and attend the scheduled class exam session (or seek the instructor's approval for any special arrangements).

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Academic Calendar

WEEK/ DATES	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
0 ~~Jan 6 - 12~~Aug 21 - 24	Course Access and Self-Orientation		Click here to enter text.	Click here to enter text.
1 ~~Jan 13 - 19~~Aug 25 - 31	Introduction to Market Research	Chapters 1-2	Unit 1	Click here to enter text.
2 ~~Jan 20 - 26~~Sep 1 - 7	Research Design	Chapters 3-6	Unit 2	Click here to enter text.
3 ~~Jan 27 - Feb 2~~Sep 8 - 14	Secondary data and its use	Class notes	Click here to enter text.	Click here to enter text.
4 ~~Feb 3 - 9~~Sep 15 - 21	Questionnaire Design	Chapter 9-10	Unit 3 HW 1 due	Click here to enter text.
5 ~~Feb 10 - 16~~Sep 22 - 28	Writing good questions	Chapter 9-10	Module 3	Click here to enter text.
6 ~~Feb 17 - 23~~Sep 29 – Oct 5	Scales of Measurement	Chapter 8	Module 5	Click here to enter text.
7 ~~Feb 24 - Mar 2~~Oct 6 - 12	Sampling	Chapter 11-12	Module 4 Midterm exam	Click here to enter text.
8	Basic Data Analysis	Chapter 14-15	Module 6	Click here to

Mar 3 - 9 Oct 13 - 19				enter text.
9 Mar 10 - 16 Oct 20 - 26	Hypothesis testing Spring Break	Chapter 15-16	Module 6 HW 2 due	Click here to enter text.
10 Mar 17 - 23 Oct 27 – Nov 2	Regression analysis Hypothesis testing	Chapter 17 Chapter 15-16	Module 6	Click here to enter text.
11 Mar 24 - 30 Nov 3 - 9	Conjoint Analysis Regression analysis	Chapter 21 Chapter 17	Module 7	Click here to enter text.
12 Mar 31 - Apr 6 Nov 10 - 16	Factor analysis Conjoint Analysis	Chapter 19 Chapter 21	Module 7	Click here to enter text.
13 Apr 7 - 13 Nov 17 - 23	Cluster Analysis, Discriminant Analysis Factor analysis	Chapter 20, 18 Chapter 19	Module 7 HW 3 due	Click here to enter text.
14 Apr 14 - 20 Nov 24 - 30	Fall Break/ Thanksgiving Cluster Analysis	Chapter 20	Click here to enter text.	Click here to enter text.
15 Apr 21 - 27 Dec 1 - 7	Experimental Design Discriminant Analysis	Chapter 7 Chapter 18	Module 5 Project due	Click here to enter text.
16 Apr 28 - May 4 Dec 8 - 16	Final Exam (proctored) Experimental Design	Chapter 7	Click here to enter text.	Exam will be available from Dec 12 – Dec 15

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Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the UTD Judicial Affairs web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. A link to an online instructional assessment form will be emailed to you for your confidential use.

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University Policies

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to http://go.utdallas.edu/syllabus-policies for these policies.

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

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