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

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Course Information

Course

Course Number Section   MKT 6309.0W1
Course Title   Marketing Research
Term and Dates   Summer 2016

Professor Contact Information

Professor   B. P. S. Murthi
Office Phone   972-883-6355
Email Address   murthi@utdallas.edu
Office Location   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 research 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 predictive analytics 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 OPRE 6301 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.

The course will use **RStudio** for 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.

(1) Students will be able to define a research problem and specify the information to collect.

(2) Students will be able to create an effective measurement instrument.

(3) Students will be able to rigorously analyze the resulting information and make recommendations.

Required Textbooks and Materials

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

Suggested Course Materials

- 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.

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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 many homework assignments throughout the semester. Students are expected to answer the homework questions individually without collaboration with other students or persons.

Class Participation

I will post articles on eLearning and will post questions about the article. Students are expected to read the article and participate in the discussion of the questions by posting their comments/responses. Original and thoughtful comments will receive better evaluation. There will 2-3 such discussions, each lasting 3-4 days. Please make sure to participate in the discussions.

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.

There are 5 phases:

Phase 1: Form groups of 4-5 students. No group may have more than five members. This should be completed **by June 5** (end of second week). You may self-select yourself into one of the groups after learning about other students in the class.

Phase 2: Select a topic and obtain approval from me. To get approval, please submit one page report stating the research question that you will be addressing and your brief research design/plan. **Due by June 26th**.

Phase 3: Submit questionnaire for approval. We will use Qualtrics for developing an online survey to be delivered to respondents via email or online. To be completed **by July 10th**.

Phase 4: Data collection, data coding, and analysis. You are welcome to seek advice on this aspect from me.

Phase 5: Prepare a short video presentation (10 minutes) using mobile phones and post it online for the class to see and evaluate. As a general guideline, you need to have the following elements (please see sample report and presentation. This need not be the best one, but is posted to give you a general idea).

   a. Define the problem to be studied and the purpose of research. You should state the benefit to the "client" and the value of research project.
   b. Justify the choice of research design. You need to define the population, identify the sampling frame, the type of sample, and how it is selected. If you did not follow a random sampling procedure, you should state the limitation of data.
   c. Describe the design of questionnaire. If you conducted pretest, you can also describe the changes made to questionnaire due to results of pretests.
   d. Provide an outline of the data analysis strategy. The type of analysis conducted should be consistent with your objectives and nature of the data collected.
   e. Indicate how the results of research could be used. You must state the implications for marketing strategic decisions involved (your decision problems).

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

The project report 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.

Online Tests/Quizzes

You can access exams by clicking the exam link on the designated page. Each exam 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 exam is graded and released, you may go to My Grades page and click the score link of the exam to view your graded submission.

Final Examination

The final exam is a proctored closed book examination (Can be taken at UTD or another location).

Please bring a calculator, pen/pencils/erasers, and some blank paper.

The exam will cover all content after the midterm exam. It will 2 hours duration and will consist of about 20 multiple choice questions and about 5-7 short answer questions.

Proctored Final Exam Information

This course requires a proctored final examination. Students can attend an on-campus classroom exam session administered by the UTD eLearning Team on **TUE. (August 9) 9 am – 9 pm**. 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: **(August 9 - 10).** 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 **(August 1)**. 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
May 23 - 29	Introduction to Market Research	Chapters 1-2	Unit 1 Download RStudio on your computer/laptop	
May 30 – June 5	Research Design Secondary data and its use	Chapters 3-6	Unit 2 Class Notes	Form groups HW1 due by 6/5/2016

June 6 - 12	Questionnaire Design Writing good questions	Chapter 9-10	Unit 3 Module 3 **Discussion 1**	HW2 due 6/12/2016
June 13 - 19	Scales of Measurement Sampling	Chapter 8 Chapter 11-12	Module 5 Module 4	HW3 due 6/19/2016
June 20 - 26	Basic Data Analysis	Chapter 14-15	Module 6 **Submit Project topic**	**Midterm exam June 25th**
June 27 – July 3	Hypothesis testing	Chapter 15-16	Module 6	
July 4 - 10	Regression analysis	Chapter 17	Module 6 **Discussion 2**	**Submit draft Survey 7/10/2016**
July 11 - 17	Conjoint Analysis	Chapter 21	Module 7	HW4 due 7/17/2016
July 18 - 24	Factor analysis	Chapter 19	Module 7	
July 25 - 31	Cluster Analysis, Discriminant Analysis	Chapter 20 Chapter 18	Module 7	HW5 due 8/7/2016
Aug 1 -7	Experimental Design Report Preparation	Chapter 7 Chapter 23	Module 5	**Project presentations due**
August 9 - 10	Final Exam (proctored)		Exam will be available from Aug 9	August 10

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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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