



MKT 6301 MARKETING RESEARCH

Fall 2016

Class Time: Mondays 7–9:45 pm

Class Room: JSOM 2.103

Instructor: Daniel Rajaratnam Ph.D

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Office Hours: Mon, Wed, Thurs: 5:45-6:45pm. Please make an appointment by email.

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Course Pre-requisites: MKT 6301

Course Description

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

Learning Outcomes and Objectives

1. Analyze a market research problem and determine and synthesize the information that should be collected.
2. Prescribe and determine an effective measurement instrument (survey, focus group, etc.)
3. Appraise how to rigorously analyze the resulting information and formulate relevant recommendations.

Textbook

Marketing Research: An applied orientation, 6th edition, by Naresh K. Malhotra. Pearson Prentice Hall, ISBN 13:978-013-608543-0.

Software

IBM SPSS, student version 20 or up, base, standard or premium

**Tentative Schedule, MKT 6309, Fall 2016**

Dates	Topics	Chapter
Aug 22	Review of syllabus, and Introduction to Marketing	
Aug 29	Introduction to Marketing Research, Marketing Research Process	1 & 2
Sep 5	Labor Day Holiday	
Sep 12	Research Design, Exploratory Research Design: Secondary Data	3 & 4
Sep 19	Qualitative Research, Survey, Observation, and Experimentation	5, 6 & 7
Sep 26	Measurement and Scaling	8 & 9
Oct 3	Questionnaire and Form Design	10
Oct 10	Exam 1 (closed book over chapters 1 – 10)	
Oct 17	Sampling	11 & 12
Oct 24	Field work and Data preparation	13 & 14
Oct 31	Frequency distribution, cross tabs, and hypothesis testing	15
Nov 7	ANOVA, covariance, Correlation, and Regression	16 & 17
Nov 14	Discriminant, Factor, and cluster analysis	18, 19 & 20
Nov 21	Thanksgiving holiday No class	
Nov 28	Group project presentations and written reports due today	
Dec 5	Exam 2 (Closed book over chapters 11-20)	

Grading Policy

Group Research Project Written report	= 180 points
Group Project Presentation	= 20 points
Exam 1 (individual, closed book)	= 150 points
Exam 2 (individual, closed book)	= 150 points
Total	= 500 points

Grading Scale

Overall Course Total	Letter Grade
450 - 500	A
440 - 449	A-
425 - 439	B+
400 - 424	B
390 - 399	B-
375 - 389	C+
300 - 374	C
Less than 300	F

Course & Instructor Policies

Only one make-up test is possible for serious illness with a doctor's note.

Please ensure term project submissions are made on time. In fairness to the other students, late submissions will not be accepted.

In this course there is no provision for 'extra credit' assignments in case of poor performance, so please make sure that you stay on top of all assignments and perform consistently well throughout the course.

Attendance is important and will certainly be taken into account in the case of students on the



borderline between two grades. If you are absent more than once, you could be dropped from the course.

MARKETING RESEARCH TERM PROJECT

Groups comprised of no more than five students will conduct a marketing research project. A typical project would include the following tasks:

- formulate a research problem,
- design a questionnaire,
- select a sample frame,
- collect respondent data,
- enter respondent data into a computerized spreadsheet,
- analyze respondent data with statistical software,
- write a research report, and
- make a brief, in-class presentation.

Research proposal should include the following content:

- the names of all group members,
- brief description of your overall research problem,
- specific research questions, and
- a brief description of your proposed sample.

Although your instructor will explain his expectations regarding data analysis and the format of your research report during the semester, at a minimum all reports should include the following content:

- a cover page with project title and names of all co-researchers;
- a table of contents;
- an introduction to the research problem and research questions;
- a discussion about data collection that addresses the questions *who*, *when*, *where*, and *how*;
- a basic descriptive statistical analysis and interpretation of collected data, which should include response frequencies, basic summary statistics (e.g., mean, range), and meaningful subgroup comparisons consistent with one or more research questions;
- appropriate data analysis, and interpretations;
- a conclusion and recommendation based on the data analysis and interpretation;
- an extensive discussion about study limitations and lessons learned;
- an appendix containing the research proposal;
- an appendix containing the questionnaire used for data collection; and
- an appendix containing SPSS data analysis with descriptive statistics.

You will use SPSS for data entry and analysis. Your text book provides the necessary instructions for learning SPSS.

Pick your group members carefully. No more than 3 group members may be from the same country. To address a free rider problem, a group may fire one or more members after written warnings with deadlines have been communicated and missed.



Team Presentation

There will be a team presentation of your project and it is worth 20 points. All team members are required to participate in the presentation. If you do not present, you will get a 0 for presentation. Presentations should be no longer than 12 minutes. The presentation format and content is determined by the team but following the above written report format is recommended.

Peer Evaluation

Individual grades for the term project will be influenced by peer evaluation. Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation form is at the end of this syllabus and must be turned in individually.

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 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.



Cheating will NOT be tolerated in this class. Cheating includes plagiarism from others or plagiarism from your own papers, sharing information, talking during a test, taking additional time than allowed, falsifying documents or any other way of getting information from a source that is not allowed or is not cited or any other form of cheating listed under the University Policy:

(<http://www.utdallas.edu/judicialaffairs/index.html>). Any suspicion of cheating will be reported to Judicial Affairs and if you are found responsible, the recommendation will be to follow these guidelines:

- An infraction that a student is found responsible for but is minor AND was unintentional, the recommendation is one letter grade adjustment to the paper/exam.
- A moderate infraction will result in an F in the exam or project.
- Any student found responsible for a major infraction or a second infraction of any severity, will be disciplined with an F in this course.

Please note, that if you are suspected of cheating and your case is in Judicial Affairs at the time of reporting grades, your grade will be "NR". If an employer requires this course or the completion of a degree, this could delay the finalization of the grade by an undetermined amount of time and threaten that employment. In the case of an NR, the student will be responsible for ensuring the grade change is submitted.

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 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.

Off-Campus Instruction and Course Activities

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 the website address given below.

Any and all additional information is readily available from the office of the school dean. (http://www.utdallas.edu/Business Affairs/Travel_Risk_Activities.htm)

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



Peer Evaluation Form for Group Project Team

Confidential: do not turn in as a group with project, you must turn it in individually.

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group.

If a majority of students on the team rate a student a “M” or Mediocre, then that student will get a 90 point deduction from the project. If a majority of students on the team rate a student an F: “no usable contribution”: then that student will get a 0 on the project

You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations that are questionable or based on personality conflicts. Please use the scale shown below:

Rating scale

A. Acceptable: No major issues, contributed work: no point deduction

M. Mediocre: There were significant issues, for example student did not attend most of the meetings and/or contributed poor quality work and/or submitted late work and/or not enough volume of work: 90 point deduction. At my discretion I may increase point deduction.

F. No usable contribution. Student either did not contribute any work that could be used in the project or did so past the documented deadline set by the group: 0 on the project

Enter the name of each group member, yourself first, below.	Rate the member's contribution on the A, M or F scale:	Please provide some justification for your rating below only if the score you assigned to a team member is a M or F. Use back of the form if needed.
1. Your Name:		
2.		
3.		
4.		
5.		

You may email this form the day the projects are due