

MKT 3340-001 Marketing Research, Course Syllabus, Fall 2016

Mondays & Wednesdays 2:30-3:45 pm, JSOM 11.202

The University of Texas at Dallas

Naveen Jindal School of Management

PROFESSOR INFORMATION

Professor: Dr. Daniel Rajaratnam
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REQUIRED TEXTBOOK

Basic Marketing Research by Burns and Bush, 3rd edition. Prentice Hall,
ISBN: 978-013-507822-8

COURSE PRE-REQUISITES, CO-REQUISITES, AND/OR OTHER RESTRICTIONS

MKT 3300

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.

The primary mode of teaching will be lecture sessions interspersed with real life examples with practical applications. A healthy discussion-cum-dialogue is not only welcome - but is highly recommended. With this in mind, students are encouraged to actively participate in constructive discussions.

STUDENT LEARNING OBJECTIVES/OUTCOMES

Upon successful completion of this course, students will be able to:

- * 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.

CLASS FORMAT:

Class sessions will consist of a combination of lecture/discussions of Marketing research issues. The lectures/discussions are designed only to reinforce and expand on, but not to substitute for, the information in the assigned readings. This is an interactive course in which involvement and participation are valued. You are expected to come to class ready and able to discuss the assigned readings and conceptual material; so be prepared to contribute. Keep in mind that there is rarely one “right” answer. **The bulk of your learning will come from discussions of how each of you would**

address a problem after careful analysis. The better prepared you are to participate the more you will learn

READING ASSIGNMENTS/CLASS NOTES:

You are expected to come to class prepared. Preparation means reading the assigned chapter And case prior to class.

COURSE REQUIREMENTS:

Exams

There will be two exams. All exams will be closed-book. 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 concepts. Exams cover information from the textbook, PowerPoint slides, any handouts, videos, plus all topics and cases discussed in class. You are responsible to be familiar with all the material in each chapter of the text book whether it is discussed in class or not. The second exam will be partially cumulative. Any grading disputes must be submitted in writing within two weeks of the results. You are required to take each exam. **A make-up exam is only permitted with 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. Failure to give notification results in an automatic zero on that exam and is computed into the student's overall average.**

The midterm grade will be based on Exam grades only, term project will count towards overall final grade

Overall course grade will be determined by the following:

Exam 1	150 points
Exam 2	150 points
Project written report (group)	180 points
<u>Project Presentation (group)</u>	<u>20 points</u>
Total	500 points

The grading scale is based on the following point distribution:

450-500	(90-100%)	= A
445-449	(89%)	= A-
425-444	(85-88%)	= B+
400-424	(80-84%)	= B
395-399	(79%)	= B-
375-394	(75-78%)	= C+
350-374	(70-74%)	= C
345-349	(69%)	= C-
323-344	(65-68%)	= D+
300-322	(60-64%)	= D
Below 300	(< 60%)	= F

COURSE POLICIES

MARKETING RESEARCH TERM PROJECT

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

- a research problem
- research proposal
- 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
- a brief, in-class presentation.

Your written group reports should include the following content:

- a cover page with project title and names of all researchers
- a table of contents page with page numbers
- an introduction to the research problem and research questions;
- a discussion about data collection that addresses the questions *who, when, where, and how*;
- statistical analysis and interpretation of collected data, which should include response frequencies, basic summary statistics (e.g., mean or percentages, range), and meaningful subgroup comparisons consistent with one or more research questions;
- at least three key observations and learnings;
- conclusions and recommendations based on the data analysis and interpretation;
- a discussion about study limitations;
- an appendix containing the questionnaire used for data collection; and
- an appendix containing basic frequency output with descriptive statistics (e.g., mean, percentages). Graphical displays, such as pie and bar charts, are optional. You should use MS Excel for data entry and XL data analyst for analysis. Finally, you will make a brief, in-class presentation during the last week of the course.

Groups will be self selected to minimize the number of dysfunctional ones. Even so, a free rider may occasionally try to take advantage of other group members. 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 present. If you do not present, you will get zero presentation points. Presentations should be no longer than 15 minutes. Your presentation as a group will include a powerpoint presentation.

Dress is business casual.

Peer Evaluation

Individual grades for the term project will be influenced by peer evaluation. A peer evaluation form is given below. You must turn in a peer evaluation individually on the day you turn in your written report. Failure to do so will cost you a whole letter grade from what the project received.

Class attendance, Participation, Professionalism:

If you miss more than 2 classes, you could get a "F" in the course. Coming late to class and leaving early will be counted as an absence. Although I appreciate notification of a class absence, telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. You have two free absent days that do not count against you, those days can be used for a religious holiday, sick days, etc. However those freebie days are NOT valid on guest speaker days, the day of your group presentation or during exams. A seating chart will be used for attendance purposes. It is your responsibility to sit in the right seat.

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by **reading the assigned text and/or case prior to class** and being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc. Participation is impacted more by the *quality* of your participation than the *quantity* of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments.

If you are not in class, you lose the opportunity to participate in class discussion that day. Lectures cover important topics from the text plus other material not covered in your textbook. Therefore it is **strongly** recommended that you attend class. You are responsible for all announcements and material covered, regardless of the reason for absence.

Students should conduct themselves professionally in class, just as in any business meeting. Late arrivals, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and Instructor. All electronic devices other than computers for class use must be turned off in class. Walking in or out of class, leaving early and/or arriving late once class has begun is disruptive to the learning environment. So also talking with other students while the instructor is talking. These kinds of disruptions will count against your attendance and participation.

STUDENT CONDUCT AND 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.

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 of the Board of Regents of the University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the Course Syllabus Page 8, 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 (SSB 4.400, 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 and administration of the School of Management expect from our 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. We want to establish a reputation for the honorable behavior of our graduates, which extends throughout their careers. Both your individual reputation and the school's reputation matter to your success.

The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project and sabotage. Some of the ways students may engage in academic dishonesty are:

- Coughing and/or using visual or auditory signals in a test;
- Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;
- Writing in blue books prior to an examination;
- Writing information on blackboards, desks, or keeping notes on the floor;
- Obtaining copies of an exam in advance;
- Passing information from an earlier class to a later class;
- Leaving information in the bathroom;
- Exchanging exams so that neighbors have identical test forms;
- Having a substitute take a test and providing falsified identification for the substitute;
- Fabricating data for lab assignments;
- Changing a graded paper and requesting that it be regraded;
- Failing to turn in a test or assignment and later suggesting the faculty member lost the item;
- Stealing another student's graded test and affixing one's own name on it;
- Recording two answers, one on the test form, one on the answer sheet;
- Marking an answer sheet to enable another to see the answer;
- Encircling two adjacent answers and claiming to have had the correct answer;
- Stealing an exam for someone in another section or for placement in a test file;
- Using an electronic device to store test information, or to send or receive answers for a test;
- Destroying or removing library materials to gain an academic advantage;
- Consulting assignment solutions posted on websites of previous course offerings;
- Transferring a computer file from one person's account to another;
- Transmitting posted answers for an exam to a student in a testing area via electronic device;
- Downloading text from the Internet or other sources without proper attribution;
- Citing to false references or findings in research or other academic exercises;
- Unauthorized collaborating with another person in preparing academic exercises.
- Submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

<http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-Basicexamples.html>

Updated: August, 2011

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable.

During tests, students are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including iPads, iPhones, iPods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers. When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying. Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement. Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Homework – Zero for the Assignment
2. Presentations – Zero for the Assignment
3. Group Work – Zero for the Assignment for all group members
4. Tests – F for the course

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by Judicial Affairs and the Dean of Student's Office .

In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record. Where a student receives an F in a course and chooses to take the course over to improve their grade, the original grade of F remains on their transcript, but does not count towards calculation of their GPA.

The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

Judicial Affairs Procedures

Under authority delegated by the Dean of Students, a faculty member who has reason to suspect that a student has engaged in academic dishonesty may conduct a conference with the student in compliance with the following procedures:

- (i) the student will be informed that he/she is believed to have committed an act or acts of academic dishonesty in violation of University rules;
- (ii) the student will be presented with any information in the knowledge or possession of the instructor which tends to support the allegation(s) of academic dishonesty;
- (iii) the student will be given an opportunity to present information on his/her behalf;
- (iv) after meeting with the student, the faculty member may choose not to refer the allegation if he/she determines that the allegations are not supported by the evidence; or
- (v) after meeting with the student, the faculty member may refer the allegations to the dean of students along with a referral form and all supporting documentation of the alleged violation. Under separate cover, the faculty member should forward the appropriate grade to be assessed if a student is found to be responsible for academic dishonesty;
- (vi) the faculty member may consult with the dean of students in determining the recommended grade;
- (vii) the faculty member must not impose any independent sanctions upon the student in lieu of a referral to Judicial Affairs;
- (viii) the faculty member may not impose a sanction of suspension or expulsion, but may make this *recommendation* in the referral documentation

If the faculty member chooses not to meet with the student and instead forwards the appropriate documentation directly to the dean of students, they should attempt to inform the student of the allegation and notify the student that the information has been forwarded to the Office of Dean of Students for investigation.

The student, pending a hearing, remains responsible for all academic exercises and syllabus requirements. The student may remain in class if the student's presence in the class does not interfere with the professor's ability to teach the class or the ability of other class members to learn. (See Section 49.07, page V-49-4 for information regarding the removal of a student from class).

Upon receipt of the referral form, class syllabus, and the supporting material/documentation from the faculty member, the dean shall proceed under the guidelines in the *Handbook of Operating Procedures*, Chapter 49, Subchapter C. If the respondent disputes the facts upon which the allegations are based, a fair and impartial disciplinary committee comprised of UTD faculty and students, shall hold a hearing and determine the responsibility of the student. If they find the student in violation of the code of conduct, the dean will then affirm the minimum sanction as provided in the syllabus, and share this information with the student. The dean will review the student's prior disciplinary record and assess additional sanctions where appropriate to the circumstances. The dean will inform the student and the faculty member of their decision.

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, Tel: (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.

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 http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm . Additional information is available from the office of the school dean.

Course Evaluation

The completion of a course evaluation is a strongly recommended. A link will be provided via eLearning for completing the course evaluation.

MKT 3340.001, Fall 2016, Tentative Class Schedule

Date	Topic	Reading Assignment
Aug 22	Introduction to the course and Marketing	
Aug 24	Introduction to Marketing Research	Chapter 1, Case 1.2
Aug 29	The Marketing Research Industry	Chapter 2, Case 2.2
Aug 31	The Marketing Research Process	Chapter 3, Case 3.2
Sept 5	Labor day holiday	
Sept 7	Research Design Alternative and Qualitative Research	Chapter 4, Case 4.2
Sept 12	Information Types and Sources	Chapter 5, Case 5.2
Sept 14	Data Collection Methods	Chapter 6, Case 6.2
Sept 19	Measurement Scales, Research proposal is due	Chapter 7, Case 7.2
Sept 21	Designing Data Collection Forms	Chapter 8, Case 8.2
Sept 26	Review for exam 1	
Sept 28	Exam 1 (closed book over chapters 1-8)	
Oct 3	Determining sample size and the sample plan	Chapter 9, Case 9.2
Oct 5	Data Issues and inputing data	Chapter 10, Case 10.2
Oct 10	Summarizing Data	Chapter 11, Case 11.2
Oct 12	Generalizing Findings	Chapter 12, Case 12.2
Oct 17	Finding differences	Chapter 13, Case 13.2
Oct 19	Determining relationships	Chapter 14, Case 14.2
Oct 24	Preparing and presenting the research report	Chapter 15, Case 15.2
Oct 26	Preparing the research report	
Oct 31	Preparing the research report	
Nov 2	Preparing the research report	
Nov 7	Preparing the research report	
Nov 9	Project Presentations	
Nov 14	Project Presentations	
Nov 16	Project Presentations, Written Project Reports due	
Nov 21	Fall Break	
Nov 23	Fall Break	
Nov 28	Project Presentations	
Nov 30	Project Presentations	
Dec 5	Review for exam 2	
Dec 7	Exam 2 (closed book)	

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor. We are trying to schedule a guest speaker for one of these days.

All deadlines are to be strictly followed throughout the semester. Submission of term project report after the assigned due time and date is not allowed. A **hard** copy of all submissions should be turned in at the beginning of the class on the due date.

Peer Evaluation Form for Group Project Team

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 two or more group members rate a student a “M” or Mediocre, then that student will get 90 points deducted in the project. If a majority of the students on the team rate a student an F: “no usable contribution”: then that student will get a zero 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 points deducted.

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; zero 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.		

Please turn in this form the day the projects are due. Do not turn in as a group with project, you must turn it in individually as a hard copy or an email attachment. A word document of this form is available on e-learning.