The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Research
Course number: MKTG 3351  Course Section: 1755  Credit. Hours: 3
Semester: Spring 2014  Course website: Blackboard
Room #: Malloy 022  Days & hours: Tu Th 11:AM -12:15PM
Prerequisites: MATH 1353, 3332; MKTG 3343

2. Instructor Information

Name: Richard Heagy
Office location: Welder 217  Office Phone: 281-286-1615
Office hours: Tu 12:20-1:20 PM, Thu 12:20–1:30 PM, and other times by appointment
E-mail: heagyr@stthom.edu  Please indicate MKTG 3351 in the Subject
Emergency number: 832-588-1727 (cell)
Where to leave assignments: Blackboard or heagy Mail Slot  Cameron School

3. Course Catalog Description

The role of information in marketing decision-making. Application of statistical and marketing
congcepts and techniques in the collection and analysis of primary and secondary data.

4. Program Goals and Objectives:

The Bachelors of Business Administration has five goals.
When students complete the BBA degree at the University of St. Thomas:

1. They will communicate clearly, effectively and logically in a business situation:
   - Objective 1: Graduates can demonstrate mastery of appropriate communication technology.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.
   - Objective 3: Graduates can deliver a compelling oral presentation grounded in relevant information and facts.

2. They will be adept at critical thinking and be able to demonstrate creative decision making skills.
   - Objective 1: Graduates can identify the main problem and key surrounding assumptions.
   - Objective 2: Graduates can evaluate the logic, validity and relevance of data.
   - Objective 3: Graduates can solve challenging problems and discuss conclusions, and implications.
3. They will be able to work effectively in teams towards achievement of goals.
   - Objective 1: When working in a group, graduates can demonstrate collaborative behaviors in the achievement of group goals
   - Objective 2: When working in a group, graduates can evidence accountability for the achievement of group goals
   - Objective 3: When working in a group, graduates can demonstrate a positive attitude towards the group and the other members of the group

4. They will be able to state moral standards/principles, recognize possible moral issues and bring their moral knowledge to bear in resolving these moral issues.
   - Objective 1: Graduates can state professional codes for ethical conduct as they apply to business situations.
   - Objective 2: Graduates can discern moral issues in a business case.
   - Objective 3: Graduates can bring moral principles to bear in resolving business issues.

5. They will demonstrate an understanding of fundamental business issues and processes.
   - Objective 1: When students complete the BBA, they can demonstrate their management specific skills and competencies in Accounting, Economics, Management, Quantitative methods, Finance, marketing, Legal and Social Environments, Information System and Global Issues.

5. Course Learning Objectives (and relationship to program goals and objectives)

This course provides an introduction to the concepts, terminology, and techniques of marketing research. Marketing research is a decision-making process that managers employ in addressing marketing opportunities or problems facing their organizations. Marketing research is a systematic and objective process which involves:
1. correctly defining a specific marketing opportunity or problem facing the decision-maker;
2. identifying the information required for the decision-making situation of interest;
3. designing the research process to obtain the needed data;
4. selecting the appropriate methods of analyzing the obtained data;
5. presenting the analyzed information in a useable format to the decision-maker; and,
6. assessing the use of the research results by the decision-maker.

Specifically, You will learn to:
1. Understand the appropriate formulation of marketing research problems.
2. Understand the purpose of and how to conduct focus groups.
3. Understand the purpose of and how to conduct in-depth interviews.
4. Understand the purpose of and how to conduct secondary research.
5. Understand the purpose of and how to conduct observational research.
6. Understand how to design a questionnaire appropriate to a given research problem.
7. Understand how to critique and repair questionnaires not of your own design.
8. Understand how to collect and analyze data.
9. Understand how to present and communicate the results of research.

This course addresses program goals 1, 2, 4, and 5.

6. Texts, Readings, Materials

SPSS – Student Version. No specific version required.

7. Instructional methods:

A variety of teaching methods will be used in class and online throughout the semester, including lectures, class discussions, and problem solving.

8. Technology

- Online communication and collaboration;
- Online research and data retrieval;
- Use of general productivity software (e.g., Microsoft Office) to complete assignment;
- Use of BlackBoard learning platform
- Use of Qualtrics for questionnaire design and data collection.
- Use of SPSS for data analysis.

9. Course Tentative Schedule:

The schedule below is tentative and subject to change in the event of circumstances beyond the instructor's control. An Announcement will be made in advance for any change to be made.

You are expected to have done the reading assignment before coming to the class session. If you are unable to take a Quiz or an Exam when it is scheduled, please contact the instructor via e-mail as far in advance as possible with legitimate documentation to arrange a make-up opportunity.

<table>
<thead>
<tr>
<th>Date &amp; Day</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 14 Tu</td>
<td>Introduction to Marketing Research</td>
<td>Syllabus</td>
<td>Student Info Sheet</td>
</tr>
<tr>
<td>Jan. 16 Th</td>
<td>Marketing Research in Decision Making</td>
<td>Chapter 1</td>
<td>Online Survey</td>
</tr>
<tr>
<td>Jan. 21 Tu</td>
<td>Marketing Information Concepts</td>
<td>Chapter 2</td>
<td></td>
</tr>
<tr>
<td>Jan. 23 Th</td>
<td>The Marketing Research Process</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td>Jan. 28 Tu</td>
<td>The Marketing Research Process</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td>Jan. 30 Th</td>
<td>Marketing Research Ethical Issues</td>
<td>Chapter 4</td>
<td></td>
</tr>
<tr>
<td>Feb. 4 Tu</td>
<td>Qualitative Research</td>
<td>Chapter 5</td>
<td></td>
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</tbody>
</table>
### 10. Course Policies

It is required that everyone in class will:

- Attend all class meetings, read assigned materials, and participate in discussions.
- Raise relevant questions and contribute relevant observations to the topic being discussed.
- Demonstrate awareness of appropriate interpersonal communication and sensitivity to others.
- A laptop computer is allowed in class as long as it is used for classroom activities.
- Cell phones should be turned off or set to be “silent” or “vibrating” mode in class.
• Reasonable accommodations will be made for students with special needs.

Specifically,

1) **Attendance** will be recorded from the first day the class meets through the final exam. Class attendance is considered essential to the learning process. It is, thus, important that you regularly and punctually attend all class sessions. Attendance not only provides for an opportunity to participate in class discussion, but also provides a relatively easy way for you to earn points toward a higher grade. If you are going to be absent from class, prior to the beginning of the class session, you should send an email to the professor. This is the same professional courtesy that the leader of a business meeting would expect. While missing class has a negative impact on your participation grade, absences without notifying the professor in advance will be even more detrimental to your participation grade. The instructor understands that it is not possible for most students to attend every class session. Thus, 10 points will be deducted from your Class Participation grade for each class session missed in excess of two sessions.

2) **Participation** is based on both quality and quantity and can happen in-class and online. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions during our class discussions as well as your online posting in the Blackboard discussion board and email communication with the professor. In order to effectively participate in class, it is essential that you have prepared the assigned materials, including chapters, cases, and articles. Higher quality class participation is reflected in thoughtful and analytical comments and questions that provide evidence of your understanding and add to everyone’s learning. Quality participation moves the discussion along and contributes to our collective learning. It has been the instructor’s experience that missing class sessions impacts the other components of a student’s grade. Your performance on the quizzes and exams can be affected by your attendance and the quality of your class participation.

3) **Three non-accumulative examinations** are scheduled. Two of the examinations will be during regular class sessions; the third examination will be during the Final Examination period. The examinations will cover the key concepts, terminology, and techniques from the course textbook and class meeting sessions. Exam dates are set in the course schedule and are not to be missed without specific, prior approval of the instructor. If the student must be absent for an exam due to a reason that would be recognized by the Dean to be a legitimate reason (hospitalization, death of parent or sibling, etc.), a make-up exam will be considered by the instructor. All exams must be made up within one week of the given exam.

Please note:
• During examinations you may not leave the room for any reason. This includes restroom breaks.
• During examinations you may not wear a hat.
• During examinations you may not even have your cell phone on the table/desk area during exams.
• The only thing you may have on your desk/table during an examination is the exam itself (and any writing implements being utilized).
• If the examination is to be written in a blue book you may only use the blue book I provide. Use of any other blue book will result in a grade of zero being assigned for the examination in question.

4) **Quizzes**: There will be two pop quizzes during the semester. Each quiz will be 5 short answer questions.

5) **Assignments**: You will complete two written assignments for this course. For the questionnaire assignment, you will construct and revise a questionnaire. For the data analysis assignment, you will be analyze data collected from a questionnaire survey and produce a short report.

6) **Plagiarism and Academic Integrity Certificate** is required before submitting any assignment. You must complete the online tutorial, "Plagiarism and Academic Integrity at UST," at [http://www.stthom.edu/libtraining/ustplagiarism/ustplagiarism.htm](http://www.stthom.edu/libtraining/ustplagiarism/ustplagiarism.htm). Read the tutorial carefully and answer all quiz questions. When you have received a passing quiz score (70%), you will be allowed to fill your name in to a certificate of completion. Fill in your complete name, print the certificate, and submit it by Feb 27. Keep this certificate in case instructors from other courses require it. If you do not pass the quiz questions, you will need to retake the tutorial until you do.

7) **The grade of “F” will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination. It may also be given in cases where the student demonstrates no effort/preparation, obvious lack of participation, lack of professionalism or respect. In this latter case, such students will have fair warning they are on this track and given the opportunity to improve, before "F" is awarded. This course is not designed to promote student failure; just the opposite, it is to promote student success. Therefore, to do well in this course, the formula is simple and straightforward: read assigned chapters, cases, and articles, come to class and be ready to discuss assigned readings, and do well on the written assignments.**

### 11. Student Grading Processes:

<table>
<thead>
<tr>
<th>Components</th>
<th>Points</th>
<th>% and Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination I</td>
<td>150</td>
<td>93.0 – 100% A</td>
</tr>
<tr>
<td>Examination II</td>
<td>150</td>
<td>90.0 – 92.9% A -</td>
</tr>
<tr>
<td>Examination III</td>
<td>150</td>
<td>87.6 – 89.9% B+</td>
</tr>
<tr>
<td>Quizzes (2)</td>
<td>20</td>
<td>85.0 – 87.5% B</td>
</tr>
<tr>
<td>Questionnaire Assignment</td>
<td>50</td>
<td>80.0 – 84.9% B=</td>
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</tbody>
</table>
**12. Available Support Services:**

- **The Instructor:** Please feel free to call 832-588-1727
- **Course-Specific Library Resources:** [http://campusguides.stthom.edu/marketing](http://campusguides.stthom.edu/marketing)
- **General Library Resources:** [http://www.stthom.edu/library_research/index.aqf](http://www.stthom.edu/library_research/index.aqf)
- **Learning and Writing Center (LWC):** [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring)**
- **IT Helpdesk:** Phone: (713) 525-6900 Email: ithelpdesk@stthom.edu

**Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor's assessment of the student's work, the student may be required to work with the tutors at the Center to improve the student's skills.**

**Micro Lending Project**

*Micro Lending program has participated in 107 small business loans over 37 countries in third world countries. We have a 99% repayment rate to date.*
The Cameron School of Business at University of St. Thomas

MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Academic Honesty Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

Accommodations The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.