The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Marketing Research  
Course number: MKTG 3351  
Course Section: 1967  
Credit. Hours: 3  
Semester: Spring 2018  
Course website: Blackboard  
Room #: Strake 204  
Days & hours: TuTh 2:10-3:25PM  
Prerequisites: MATH 1353, 3332; MKTG 3343

2. Instructor Information

Name: Dr. Shuoyang Zhang (Dr. Z)  
Office location: Welder 201  
Office Phone: 812-340-1915  
FAX: 713-525-2110  
Office hours: Tue Thu 9:30-11:00AM, 12:15-2:10PM, Sat11:45AM-12:00PM, and by appointment  
E-mail: zhangs1@stthom.edu (Please indicate MKTG 3351 in the Subject)  
Google+: zanghsuoyang@gmail.com (available for online meetings)  
Emergency number: 812.340.1915 (WhatsApp text messaging and calling)  
Where to leave assignments: Electronic copy on BB + Hardcopy in class

3. Course Catalog Description

The role of information in marketing decision-making. Application of statistical and marketing concepts 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:  
   - Objective1: 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.
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

Required text citation: Zikmund/Babin, Essentials of Marketing Research (with Qualtrics Printed Access Card), 6th Edition. (Any other edition is fine.)
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>1/18 R</td>
<td>Introduction to Marketing Research</td>
<td>Syllabus</td>
<td></td>
</tr>
<tr>
<td>1/23 T</td>
<td>Marketing Research in Decision Making</td>
<td>Chapter 1</td>
<td>Beginning Survey Due</td>
</tr>
<tr>
<td>1/25 R</td>
<td>Marketing Information Concepts and Systems</td>
<td>Chapter 2</td>
<td></td>
</tr>
<tr>
<td>1/30 T</td>
<td>The Marketing Research Process</td>
<td>Chapter 3</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 at the start of every class meeting from the first day through the final exam. Two instances of incomplete class attendance (arriving late or leaving early) will count as one absence. If a student has more than two absences, the student’s final grade will be negatively impacted by one letter grade level. For example, if a student’s total points add to 95%, which is an A, one additional absence (in excess of two) will result an A-, two will result in an B+, and so on.
   a. If you are going to be absent from class due to illness or other significant reasons, you should send an email to the professor with legitimate documentation prior to the beginning of the class session.
   b. If you miss a class, it is entirely your responsibility to make sure you have read and clarified any material that was covered before coming to the next class. You may send an email to meet in person or ask (more than one) fellow classmates to be sure you understand everything covered in class.

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: Six quizzes will be offered with your five highest quiz scores counted toward your course grade (your lowest quiz score will be dropped). The quizzes are intended to help you stay current with the assigned textbook chapters and the class meeting sessions. Each quiz has 10 questions (a mixture of true-false and multiple choice). The quizzes also serve as study aids for the examinations.

5) Assignments: You will complete multiple 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) Small Tasks for Small Scores In order to (1) bolster the student’s performance in courses in the business school and (2) better prepare students for their professions and careers after school, faculty in CSB set aside a small part of the total score in each course for small tasks/workshops. Each student is required to complete a minimum of three (three hours total) workshops. In doing so, CSB will provide numerous workshops for all students taking CSB courses (the complete list of workshops is available on BB). As can be seen in the list, the workshops are being offered by different academic support services on campus and the workshops on computer applications are being offered through an online provider www.lynda.com).

• Workshops are being offered during the activity period and in the evening on weekdays in the semester.
• Workshops are also being offered online via Lynda.com through the Houston Public Library.
• While the students have to complete a minimum number of workshops per semester, the same workshops could be used for various courses.
• Students need to attend a workshop lasting at least one hour to complete one activity. For instance, if a student decides to take a half hour session in an on campus workshop, she/he then needs to take an additional half hour session on something else to complete one required activity.
7) **Extra credit opportunities**: The instructor may offer extra credit for attending and participating in events that will further student learning. Students will be required to complete additional assignments related to the event to earn the extra credit. Mere attendance at an event will not garner any extra credit in this class.

8) **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.**

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 (best 5 out of 6 scores)</td>
<td>50</td>
<td>85.0 – 87.5% B</td>
</tr>
<tr>
<td>Questionnaire Assignment</td>
<td>40</td>
<td>80.0 – 84.9% B=</td>
</tr>
<tr>
<td>Data Analysis Assignment</td>
<td>40</td>
<td>77.6 – 79.9% C+</td>
</tr>
<tr>
<td>Small Tasks</td>
<td>20</td>
<td>75.0 – 77.5% C</td>
</tr>
<tr>
<td>Total Possible Points</td>
<td>600</td>
<td>70.0 – 74.9% C-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0 – 69.9% Fail</td>
</tr>
</tbody>
</table>

12. **Available Support Services**:

- **The Instructor**: Please feel free to call or text 812-340-1915.
- **Course-Specific Library Resources**: http://campusguides.stthom.edu/Cameron
- **General Library Resources**: http://www.stthom.edu/library_research/index.aqf
- **Learning and Writing Center (LWC)**: 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.*
The Cameron School of Business at University of St. Thomas

CSB Mission Statement
Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

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.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

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.
Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.