



## **COURSE SYLLABUS**

Course: **MKTG 3633 Marketing Research**

Prerequisite: MKTG 3433 and WCOB 1033

### **Catalog Description of the Course:**

Research designs, techniques, and analyses of primary and secondary data for the purposes of (1) developing market forecasts and segmentation analyses; (2) strategy implementation determining product development, pricing, distribution, and promotion decisions; and (3) monitoring customer attitudes, motivations and satisfaction.

### **Text:**

Essentials of Marketing Research, Joseph Hair, Mary Wolfinbarger, David Ortinau and Robert Bush

Readings: Additional readings will be assigned in support of class topics and will be available via Blackboard.

### **Course Objectives:**

1. Improve students' abilities to analyze marketing decision related problems and to enhance critical thinking and analysis skills.
2. Integrate concepts and theoretical foundations of the contemporary practice of marketing research and marketing decision making from consumer, entrepreneur, corporate, electronic, and global viewpoints.
3. Question the social and ethical responsibility of commerce in general and marketing specifically as it relates to rights to privacy issues.
4. Learn and use the language of marketing research when integrating research design, data collection, analysis, and reporting research results.
5. Establish a logical framework supportive of creative and independent thought in achieving integrated marketing efforts that may be driven by professional research activity.

**Student Evaluation:** Evaluation of daily performance and class contribution will occur. There will be four examinations in this semester. Scheduled examinations will contribute seventy (70) percent to the final grade. Thirty (30) percent of the final grade will be assigned for level of participation in class discussions, team presentations, and computer assignments.

***Students enrolled in MKTT 3633 are required to participate in three (3) marketing research studies. Failure to participate will result in a 1% reduction for each deficiency up to 3% in a student's final semester total grade. [SUBJECT TO REMOVAL]***

## Examination Tentative Schedule

Examination 1	9/10	Computer Competency
Examination 2	10/8	Research Process
Examination 3	11/5	Sampling and Measurement
Examination 4	12/10	Analysis

### Attendance Policy:

**Regular class attendance is an obligation of enrollment and is expected of each student.** Short quizzes will occasionally be administered in regular class periods as a measure of class participation. Four major examinations will be administered. *There are no make-up opportunities for short quizzes. For major examinations, make-up examinations will only be given in the most uncontrollable of situations.* It is recommended that if one expects to miss a major examination, advance arrangements should be agreed upon by the student and the professor.

### **IMPORTANT NOTE:**

Students are expected to attend every class and to be timely. Under no circumstances may a student miss more than five (5) measured classes (not including official University functions) and receive a passing grade. A critical mass of class is required for certification in this course. **MISSING FOUR (4) MEASURED CLASSES WILL RESULT IN A FULL LETTER GRADE REDUCTION. IF A STUDENT MISSES MORE THAN FIVE (5) MEASURED CLASSES, A GRADE OF "F" WILL AUTOMATICALLY BE ASSIGNED FOR THE SESSION.**

### **Course Outline:**

The following textbook readings will be used throughout the semester on a weekly assignment basis. Specific additional readings will be given for some classes and will be available on Blackboard. Participants will be asked to make periodic roundtable presentations on topics or issues which may be taken from the following readings and/or may require additional research of secondary data sources. Participants will be given Internet research assignments which will reinforce the current technology available to market researchers. Participants will also learn a data analysis package entitled **SPSS** and will be expected to interpret the results of data analysis. Mostly statistics with which participants are familiar will be the basis for analysis activities; however, some advance statistics will be presented via the **SPSS** framework.

The course will be developed as a research team concept and the team will explore team development and efficiency methods of accomplishing corporate research objectives.

### **Inclement Weather Policy:**

The University of Arkansas inclement weather policy prevails. Announcements will be made via local news media by campus administration signifying the cancellation of classes due to inclement weather. Students must make personal judgments. If weather conditions are such that it would be dangerous to drive to campus, students should elect not to drive to campus. If possible, students may inform the instructor via e-mail or via telephone; however, notification is not required on days of inclement weather. If a student lives off-campus, a good indicator of dangerous conditions is signaled if public schools in Washington County are dismissed. Students will not be penalized for missing a class on days of inclement weather.

### **Academic Integrity Policy:**

"As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail."

"Each University of Arkansas student is required to be familiar with and abide by the University's 'Academic Integrity Policy' which may be found at <http://provost.uark.edu/> Students with questions about how these policies apply to a particular course or assignment should immediately contact their instructor."

Honor Code: Each student is expected to do his or her own work. Any question of student misconduct will be referred to Student Judicial Review as presented in the University of Arkansas Faculty Handbook.

### **Weekly Schedule:**

*The following schedule is provided as a general guide to where the class will be at a particular date. The schedule is also a reading plan. Students should maintain the reading plan to ensure that pressures will not occur from getting behind. The schedule may change depending on our ability to adequately understand the material in an applied format.*

**Week 1: August 20-24**

### **Chapter 1: Marketing Research and**

#### **Managerial Decision Making**

SPSS Tutorial

**Week 2: August 27-31**

### **Chapter 2: The Marketing Research Process**

SPSS Exercise

Week 3: September 3-7

### Chapter 3: *Literature Review and Hypotheses*

SPSS Exercise

### **SPSS COMPETENCY ASSESSMENTS EXAMINATION 1: SEPTEMBER 10**

Week 4: September 10-14

### Chapter 4: *Secondary Data and Sources*

SPSS Exercise

Week 5: September 17-21

### Chapter 5: *Qualitative and Observational Designs*

SPSS Exercise

Week 6: September 24-28

### Chapter 6: *Descriptive and Causal Research*

*Designs*  
SPSS Exercise

Week 7: October 1-5

### Chapter 7: *Sampling Theory and Methods*

SPSS Exercise

**Week 8: October 8-12**

**EXAMINATION 2: October 8**

Chapter 8: *Measurement and Scaling*  
SPSS Exercise

**FALL BREAK OCTOBER 15-17**

Week 9: October 15-19

Chapter 9: *Designing the Questionnaire*  
SPSS Exercise

Week 10: October 22-26

Chapter 10: *Analyzing and Reporting Qualitative Research*  
SPSS Exercise

Week 11: October 29-November 2 Chapter 11: *Preparing Data for Quantitative Analysis*  
SPSS Exercise

*Week 12: November 5-9*

*EXMINATION 3: November 5*

**Chapter 12: Basic Data Analysis for Quantitative**

**Research**

SPSS Exercise

**Week 13: November 19-23**

**Chapter 13: Examining Relationships in Quantitative Research**

SPSS Exercise

November 21-25 THANKSGIVING HOLIDAY NOVEMBER 23-27

**Week 14: November 26-November 30 Chapter 14: Reporting and Presenting Results**

Executive Summary Exercise

**Week 15: December 3-7**

**SEMESTER WRAP AND REVIEW**

**DEAD DAY: DECEMBER 7**

**Week 16: December 10-14 FINAL EXAMINATION WEEK:**

**FINAL EXAMINATION SCHEDULE:**

**MONDAY DECEMBER 10 8:00-10:00AM**

**FINAL GRADES REPORTED BY DECEMBER 16 AT 2:00PM**

**FALL COMMENCEMENT 2011 SATURDAY, DECEMBER 17**