

**MKT572 Seminar in Marketing Research  
WEB ONLY COURSE SYLLABUS**

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**Professor: Dr. Yuying (Sarah) Shi**

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**Where: Web Class**

**When: 2015 Fall Semester**

**Course Description**

Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process and marketing research methods, such as survey, focus group, ANOVA, regression, and multivariate methods.

**Course Objectives**

Provide a fundamental understanding of the key concepts, principles, theories and models in marketing research.

Understand the strengths and weaknesses of a variety of marketing research tools (e.g., focus groups, surveys, multivariate methods) and how to apply statistical processes, and criteria for when a particular process is appropriate.

Understand using marketing research terminology and where to look for acceptable sources for supporting your position.

Demonstrate the ability to approach all marketing problems in a global setting.

**Required Text and Materials:**

Textbook: Marketing Research 10th Edition by Carl McDaniel Jr. (Author), Roger Gates (Author)

ISBN:9781118808849

**Course Requirements**

Your grade will be determined by your performance on three exams, various homework assignments, class participation, and group projects. Each week you will get a combination of various assignments, such as discussions, readings, and case analysis. I will make these assignments available to you no later than (NLT) 2 days before each due date. The point distribution for the course is as follows:

Bio (10 points)

Group Members Posted (10 points)  
 Exams (3@ 150 points each for a total of 450 points)  
 Discussions for each topic (80 points)  
 Individual Assignment (1 @ 100 point)  
 Group Case (2 @ 100 points each for a total of 200 points)  
 Total (850 points)

Your final grade is your total points earned divided by the course's total points.

The following scale will be used to assign final grades:

SCORE	>=90	80-89.9	70-79.9	60-69.9	<60
GRADE	A	B	C	D	F

**PLEASE NOTE: All discussions, assignment and exams must be completed on the due date. Late work will not be accepted and will be graded to zero.**

**Bio**

Please complete and post your Bio in eCollege in week 2 under the discussion.

**Group Member Posted**

Please sign up in the virtual office by the appointed time in the class schedule.

**Discussions**

**I will post discussion topics under different weeks. Please use the following Discussion Rubric. Noted that each week's discussion must be due on that week.**

Discussion Rubrics			
Task	Accomplished	Proficient	Needs Improvement
Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (5 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate(3-4 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length(0-2 point)
Reply including asking a	Clearly responds to another student's	Responds to another student's posting but	Does not clearly respond

question	posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (5 points)	you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (3-4 points)	to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length.(0-2 point)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING. PROPER MINIMUM LENGTH, (5 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (3-4 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (0-2 points)

### Group Work

Each group case analysis has specific requirement. I will post them during the semester. Please follow the instructions.

### Exams.

Three equally weighted exams will be given during the semester. These exams will cover textbook readings, lecture material, videos, and even possible guests' lectures. Basically you are responsible for all of the material presented in the class. There is no make-up exam. Each exam time limit is approximately 2 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

### **Attendance & Class Participation:**

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the role is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

### **Course Communication:**

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **University Specific Procedures Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)  
<http://www.albion.com/netiquette/corerules.html>

### **ADA Statement**

#### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

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#### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## SCHEDULE

<u>Date</u>	<u>Topic</u>	Chapter	Assignment
Week 1-2	Introduction /Syllabus	1-3	Bio Due
Week 3-4	Secondary data / Online Mkt Research	4-7	Group Forming Due
Week 5	<b>Exam One</b>		
Week 6-7	Primary Data/Measurement/Survey	8-12	
Week 8	Sampling	13-14	
Week 9	<b>Exam Two</b>		
Week 10-11	Data Analysis I	15-16	
Week 12	Data Analysis II	17-19	
Week 13	Case analysis		
Week 14	Case analysis		
Week 15	<b>Exam Three</b>		
Week 16	Final Exam Week		

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Note: The above schedule is tentative and subject to change at the discretion of the instructor.