



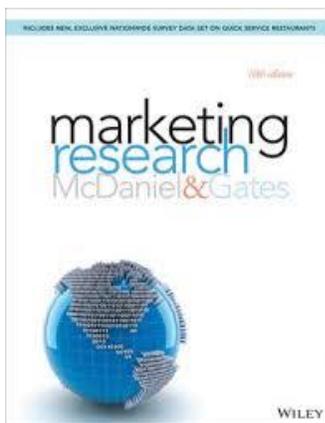
COURSE SYLLABUS: 2021 Fall

Professor: Dr. Yuying Shi
Email: yuying.shi@tamuc.edu
Office Phone: 903-886-5692
Office Fax: 903-886-5693
Office Hours: Virtual office hour
Preferred Form of Communication: Email (always put course number in the subject line)
Communication Response Time: within 24 hours, no later than 48 hours (weekends)

COURSE INFORMATION

Required Text and Materials:

Textbook: Marketing Research 10th Edition by Carl McDaniel Jr. (Author), Roger Gates (Author), ISBN:9781118808849



Required Statistical Software:

SPSS is required for data analysis. Students are responsible for the access to SPSS software. There is a free 14-day trial of IBM SPSS Statistics. Please do not register until we start to cover chapter 15 so that you can finish the project within the trial period without paying extra fee.

Please see the link below:

<https://www.ibm.com/analytics/spss-statistics-software>

Then click on “Try SPSS statistics for free”.

You should be able to sign up using any email.

Base package is enough.

You can also purchase the student version after the expiration date.

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, regression, and multivariate methods.

Student Learning Outcomes

1. Students will be able to differentiate three types of research design: exploratory research, descriptive research and causal research;
2. Learn how to translate a marketing problem into a research question;
3. Students will be able to find the sources of secondary data.
4. Students will be able to recognize the issues in questionnaire item design;
5. Understand sampling and the challenges in generating good research samples;
6. Apply statistical methods to analyze data;
7. Translate statistical results into marketing recommendations.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, videos and online discussions. All course materials are put under doc sharing in D2L.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students should check their emails frequently to receive notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is your responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:

All discussions, assignments and exams must be completed on the due date. **Late work will not be accepted and will be graded as zero.**

Email Policy:

When you send me email, be sure to include the course title (MKT572) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox

and reduce confusions, do include your course title and section number in your email subject line.

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.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another’s assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

GRADING

Your grade will be determined by your performance on two exams, one individual assignment, class participation, and group projects. The point distribution for the course is as follows:

| Assignments | Points |
|-----------------------------------|------------|
| Introduction and Group Forming | 20 |
| Academic Dishonesty Policy | 10 |
| 2 Discussions @ 50 points each | 100 |
| Exam 1 | 130 |
| Exam 2 | 150 |
| 2 Individual Assignment @ 50 each | 100 |
| Group Project | 120 |
| Total Points | 630 |

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 |

Assessments

| Assignments | Points | Relating to Outcome |
|--------------------------------|--------|---------------------|
| Introduction and Group Forming | 20 | |
| Academic Dishonesty Policy | 10 | |
| 2 Discussions @ 50 points each | 100 | 1,2 |
| Exam 1 | 130 | 1,2,3,4,5,6 |
| Exam 2 | 150 | 1,2,3,4,5,6 |
| Individual Assignment | 100 | 1,2,3,4,5,6 |
| Group Project | 120 | 5,6 |

Introduction and Group formation

Please introduce yourself to your classmate in student lounge. You should include at least the following information (not exhaustive though): you name, major, you school status (full/part, year). By the end of week 6, you should find a group to join in. If not, I will assign you randomly to a group. Each group can have at most 4 group members.

Group Work

Please follow the group project instructions carefully. Please form your group at your earliest convenience.

The grade is based on the final report regardless how many students do the project. If your group has any issues regarding the performance of any group member, please notify me at least one week ahead of deadline so that I can eliminate certain group members.

Exams.

Two 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 2.5 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

TECHNOLOGY REQUIREMENTS**LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a

backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Email Response:

The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

Assignment Policy

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Deadline

Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:

The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:

NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

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. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

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.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

University's Pandemic Response

“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct. “

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

COURSE OUTLINE / CALENDAR

| Date | Monday | Topic | Chapter | Assignment and due date |
|-------------|---------------|--------------|----------------|--------------------------------|
|-------------|---------------|--------------|----------------|--------------------------------|

| | | | | |
|---------|------------|-------------------------|-------|--------------------------------|
| Week 1 | 8/30/2021 | Introduction | 1 | Academic Dishonesty Policy 9/5 |
| Week 2 | 9/6/2021 | Research design | 2-3 | Discussion 1 due on 9/12 |
| Week 3 | 9/13/2021 | Secondary data | 4-5 | |
| Week 4 | 9/20/2021 | Survey/ Online Mkt Res. | 6-7 | Discussion 2 due on 9/20 |
| Week 5 | 9/27/2021 | Exam One | 1-7 | Exam 1 9/27-10/3 |
| Week 6 | 10/4/2021 | Primary Data | 8-9 | Group forming due 10/10 |
| Week 7 | 10/11/2021 | Measurement | 10-11 | |
| Week 8 | 10/18/2021 | Questionnaire Design | 11-12 | Assignment 1 due on 10/17 |
| Week 9 | 10/25/2021 | Sampling | 13 | |
| Week 10 | 11/1/2021 | Sample size | 14 | |
| Week 11 | 11/8/2021 | Exam Two | 8-14 | Exam 2 11/8-11/14 |
| Week 12 | 11/15/2021 | Data Analysis I | 15-18 | |
| Week 13 | 11/22/2021 | Data Analysis II | 15-18 | Thanksgiving week |
| Week 14 | 11/29/2021 | Data Analysis III | 15-18 | Assignment 2 due 11/28 |
| Week 15 | 12/6/2021 | Group Project | 15-18 | Group Project Due 12/12 |

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