COURSE SYLLABUS: 2024 Spring

Professor: **Dr. Yuying Shi**
Email: **yuying.shi@tamuc.edu**
Classroom Location: **Online**
Time: **Online**
Office Phone: **903-886-5692**
Office Fax: **903-886-5693**
Office Hours: **Thursday: 3:30pm-6:00pm or virtual office hour by appointments**
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).
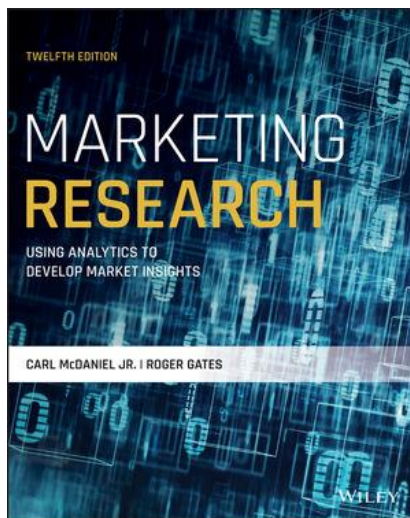
COURSE INFORMATION

Required Text and Materials:

Marketing Research, 12th Edition

Carl McDaniel Jr., Roger Gates

ISBN: 978-1-119-71631-0
November 2020

Course Description

Marketing Research. Three semester hours. This course emphasizes the analysis of marketing research information as an aid to decision making. It will provide students with a working

knowledge of the analytical tools available to market researchers and managers. Techniques of data collection, evaluation of alternative sources of information, and the methods for evaluating data and presenting results are covered. The course also deals with how to define information needs, the use of test marketing procedures and the role of models in decision making.

Student Learning Outcomes (SLO)

1. Identify the strength and weakness of three types of research design: exploratory research, descriptive research and causal research.
2. Design survey questionnaire.
3. Identify the appropriate sampling frame and collect data.
4. Apply basic univariate and multivariate data analysis techniques.
5. Translate a marketing problem into a feasible research question and use statistical methods to test your research hypotheses.
6. Interpret the results based on statistical tests.

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 (MKT436) 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	Relating to SLO
Academic Dishonesty Policy	5	
2 Virtual class attendance @10 points each	20	1,2,3,4,5,6
3 discussions @ 40 points each	120	1,2
Exam 1	100	1,2,3,4,5,6
Exam 2	125	1,2,3,4,5,6
Exam 3	120	1,2,3,4,5,6
2 individual Assignments @ 50 each	100	1,2,3,4,5,6
Group Project	100	5,6
Total Points	690	

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

Introduction and Academic Honesty Document

Please sign the academic honesty document and introduce yourself to your classmate in student lounge by week 1. You should include at least the following information (not exhaustive though): you name, major, you school status (full/part, year). This is to help you get familiar with your classmates.

Virtual Class Attendance

Four to five virtual classes will be scheduled this semester. The virtual class is designed to help students finish the homework assignments and group projects. Students are required to attend at least two classes. Although students can choose any 2 to 5 of the classes to attend, the first-class attendance is mandatory. Each attendance is worth 10 points. Note: The actual class time might change depending on the availability of a majority of students' schedule.

Group Work

Please follow the group project instructions carefully. Please form your group at your earliest convenience. By the end of week 8, 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.

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.

Three 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](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) 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.

STATEMENT ON AI USE IN COURSES [MAY 2023]:

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.