



**Course Syllabus:**

Marketing Research 520-01, Spring 2023

Room 215 Kelce

MWF; 9:00 a.m. – 9:50 a.m.

Office Hours: 8:00-9:00 a.m. MW; 8:00-9:30 a.m. TTH; and by appointment.

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**Instructor:** Mrs. Mary Judene Nance, MBA

**E-mail:** mjnance@pittstate.edu

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**Textbook**

Essentials of Marketing Research, Barry Babin, 7th edition, Cengage.

**Catalog Course Description**

The nature and scope of marketing research, scientific method and research techniques, procedures, questionnaire design, sampling, data analysis and research report writing. The course will be empirical and pragmatic in nature, with considerable emphasis on the **understanding** and **application** of different research methods; marketing problem (opportunity) definition; transformation of initial problems into information problems and data requirements; data collection processes (secondary, electronic and primary); construct and scale measurement; sampling procedures; questionnaire construction; data analysis and interpretation of results. □

**Prerequisites**

MGMKT 330 Basic Marketing; MGMKT 320 Business Statistics. May be taken for honors.

**Course Objectives / Learning Outcomes**

After completing this course, students should be able to:

- Have a solid workable understanding and appreciation of the marketing research process, the activities, skills and tools necessary to create, interpret and use information.
- Apply those skills and abilities of conducting and understanding secondary and primary data collection processes and evaluate the value of data on the basis of selected criteria.
- Approach and solve marketing research problems from an ethical perspective.
- Interpret, apply and incorporate information insights and findings into executive decision-making processes.
- Expand thinking capacity in order to be prepared for a decision-making business position.

**Course Outline**

Although we will try to stay close to this schedule, the topics may be changed at the discretion of the instructor:

Jan. 18: Introduction.

Jan. 20 & 23: Chapter #1, "The Role of Marketing Research."

Jan. 25 & 27: Chapter #2, "Harnessing Big Data into Better Decisions."

Jan. 30 & Feb. 1: Chapter #3, "The Marketing Research Process."

Feb. 3: Chapter #3 Homework Assignment

Feb. 6 & 8: Chapter #4, "The Human Side of Marketing Research: Organizational and Ethical Issues."

Feb. 10: EXAM #1, Chapters 1-4.

Feb. 13 & 15: Chapter #5, "Qualitative Research Tools."



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Feb. 17: Chapter #5 Homework Assignment

Feb. 20 & 22: Chapter #6, “Secondary Data Research in a Digital Age.”

Feb. 24: Chapter #6 Homework Assignment

Feb. 27 & March 1: Chapter #7, “Survey Research.” Group Project #1 is due by the end of the day on March 1.

March 3: EXAM #2, Over Chapters 5-7.

March 6 & 8: Chapter #10, “Measurement and Attitude Scaling.”

March 10: Chapter #10 Homework Assignment

March 13 – 17: NO CLASS. SPRING BREAK

March 20 & 22: Chapter #11, “Questionnaire Design.”

March 24: Google Trends assignment

March 27: Introduction to SPSS and Group Project

March 29 & 31: No lecture. You may work on Group Projects.

April 3 & 5: Chapter #12, “Sampling Designs and Sampling Procedures.”

April 7: No lecture. You may work on Group Project.

April 10 & 12: Chapter #13, “Big Data Basics: Describing Samples and Populations.”

April 14: EXAM #3, Chapters 10-13.

April 17 & 19: Chapter 14 “Basic Data Analysis.”

April 21: Chapter #14 Homework assignment

April 24 & 26: Chapter #15, “Testing for Differences between Groups and for Predictive Relationships.”

May 1: Chapter #16, “Communicating Research Results.”

May 3: Final group project and peer evaluation due.

Week of May 8: Exam #4, Over Chapters 14-16

**Teaching Methods**

Lecture and discussion. An atmosphere is preferred wherein the student is not afraid to participate, ask questions, and is willing to communicate with fellow students and the instructor.

## **Class Attendance**

In the PSU University Catalog, the following statements are made: "Students at Pittsburg State University are expected to attend class regularly and participate fully in the activities of that class under the guidance of a university instructor." Tardiness is discouraged and will be viewed as being rude and inconsiderate of fellow students and the instructor.

No children will be permitted to sit in class. No exceptions.

Should attendance start to drop off, the professor reserves the right to give a "pop quiz" or an in-class assignment for extra credit to those in attendance that day.

## **Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

## **Classroom Conduct**

I expect you to be fully engaged when we meet. Thus, unless otherwise specified, **NO** electronic devices are to be used in class—no laptops, tablets, or phones. I will ask you publicly to turn them off. If I have to repeatedly do so, you will lose points. I particularly abhor texting during class. If you insist upon disregarding this policy, I will do one of the following: **fail you on the final exam, drop your final course grade by at least one letter grade, or drop you from the class**

## **Course Evaluation Methods**

**Written Assignments/Homework:** There are several homework exercises that I will ask you to complete throughout the course. You will be able to access most of these through links in Canvas. Exercises are due by the assigned date and time, and it is your responsibility to see that they are submitted on time. Assignments submitted one day late (i.e., the calendar date after the due date) may be accepted for half credit. Otherwise, late assignments will receive no credit.

The instructor has a mailbox in room 110. Students may, if necessary, turn homework in to the mailbox. However, students **must** obtain a departmental stamp from the office workers in room 110 that specifies the time and date in which the homework was turned in. If the homework in the mailbox does not have a departmental stamp, no credit will be given for the assignment. It is the responsibility of the student, not Kelce staff members, to ensure that the stamp is received

**Project:** The term project will guide the student through various aspects of a formal marketing research process. The assignments for the group project will be qualitative and quantitative in nature. This will be a group project. Team members will evaluate each other on their contribution to the project.

**Material Required:** Textbook, Scantron and pencil.

**Exams:** Four examinations worth 100 points each. Exams will consist of multiple-choice and true/false questions, and will cover both lecture material, assigned textbook material, and any handouts. I will try to follow the exam schedule indicated on this syllabus as much as possible. Occasionally, test dates may be changed. These changes will be announced in class. Permission to miss or delay an exam must be obtained prior to exam period. You must e-mail me with your request and reason and I will respond back to you via e-mail. **Ten (10) points will be deducted from the score of the make-up exam if permission is not gained beforehand. Only one (1) make-up exam, per student, will be allowed for the semester (there are no make-up dates for the final exam).**

**Quizzes:** Quizzes will be given randomly throughout the semester over materials discussed in class. Most quizzes will be worth 10 points each. These quizzes will be announced one class period in advance. There will not be any make up dates for quizzes.

**Participation:** Participation involves your attendance, in-class activities, contribution in the discussions, etc. Participation also includes responses to posed questions. Nearly every session of the course will involve some form of interaction. I expect each student to be prepared at all times to comment in any class session, and to respond to questions.

**Grading Procedure:** A total of 790 points is possible. Your grade will be based upon the following: 90% - 100% = A; 80% - 89% = B; 70% - 79% = C; 60% - 69% = D; below 60% = F.

Homework	135 points
Project	100 points
Quizzes	100 points
Exams	400 points
Participation	25 points
Peer Evaluation	30 points
	790 Points Possible

**Note**

The instructor reserves the right to amend and to reorganize this syllabus at any time.

**Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.