



Course Syllabus: Marketing Research
Dillard College of Business
MKTG 4143 Section 101
Fall 2021 | August 23 – December 11

Contact Information

Instructor: Andrea Bennett, Ph.D.
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Course Description (from MSU Catalog)

Emphasizes the importance and use of marketing research in U.S. businesses. Includes a detailed analysis of the research process from formulating of the problem to the preparing of the research report. Each student will complete a research project.

Prerequisites: Junior standing or above or consent of the chair, BUAD 3033 and MKTG 3723

Textbook & Instructional Materials

- Stromp, Steven (2019), *Market Research Essentials*, Edify Publishing
 - ISBN: 978-0-9996302-7-3
 - Course Invitation Link: <https://home.stukent.com/join/79C-B4A>
- *Mimic Market Research*
 - (Included in Course Materials at Invitation Link)
- Other materials provided to you by instructor

Student Handbook

Refer to: [Student Handbook-2020-21](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

Office of Student Conduct

Grading

Table 1: Assignments and percentage of final grade

Assignments	Percentage of Final Grade
Homework	20%
Unit Quizzes	20%
Marketing Research Simulations	25%
Survey Responses	5%
Class Attendance and Participation	10%
Final Research Report	20%
Total	100%

Table 2: Total percentages for final grade.

Grade	Percentage
A	89.45% and above
B	79.45% - 89.44%
C	69.45% - 89.44%
D	59.45% - 69.44%
F	Less than 59.45%

Homework

To ensure that students come to class having reviewed and prepared to discuss the day's material, homework assignments should be uploaded to the appropriate D2L dropbox before the beginning of class on the days outlined in the Course Calendar.

Quizzes

You will take four (4) online quizzes in this course, which are designed to assess your understanding of the content presented in the textbook chapters. These quizzes will be taken outside of class, online in the Course's D2L space. They are open-book, open-notes, and open-internet. However, the answers you submit should reflect your own knowledge, understanding, and ability to find sources. (Read: DO NOT WORK TOGETHER ON THE QUIZZES). Quizzes are due on the dates outlined in the Course Calendar.

Marketing Research Simulations

Each student will be assessed on his/her completion of the simulations provided in the Mimic Market Research Simulation package. Though you are welcome to collaborate with your classmates on these simulations and to contribute to each other's learning, please be mindful that each student will be graded individually on the Marketing Research Simulations and therefore each student must complete his/her own simulations by the assigned due dates.

Survey Responses

We will work in-class to develop a survey related to a proposed new product to benefit MSU students. Once complete, each student will be responsible for acquiring 25 unique survey responses from the target population (MSU students). This assignment will be explained further in-class, and survey responses are due on the date outlined in Course Calendar.

Attendance and Participation

Students are expected to come to class, to be on time and prepared, and to contribute to the class discussion. I will take attendance daily and will monitor students' class participation, awarding points accordingly.

Final Research Report

Students will write a final research report related to the class's proposed new product to benefit MSU students to demonstrate their mastery of the course content. The final research report will cover all of the topics presented throughout the semester, including research purpose and objectives, secondary research, primary research, and analysis of survey responses. More details will be provided in-class. The report is due on the date outlined in the Course Calendar.

Extra Credit

Students who complete the Syllabus and Classroom Health & Safety Agreements posted to D2L by 11:59 p.m. on Sunday, Aug. 29, will receive 5 points of extra credit for each. Please note that I view each of these agreements as a contract, so their completion should not be taken lightly.

Real-World Marketing Research: Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2021) and relevant to marketing research topics for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of marketing research. Submissions will be accepted throughout the semester until the deadline outlined on the Course Calendar.

Mustang Pantry Donations: Students may participate in the Mustang Food Pantry donation drive during the month of October. Each item donated will be awarded one (1) point of extra credit, for up to five (5) extra credit points.

Online Writing, Marketing, and Professional Development Courses: Links to online writing, marketing, and professional development courses have been posted in the Extra Credit section of D2L and are provided below. Students have the option to upload a screenshot indicating their successful completion of these courses to the associated dropbox on D2L for 5 or 10 points (depending on the amount of time required for completion; points are specified in D2L) of extra credit each. These courses may be completed throughout the semester until the deadline outlined in the Course Calendar.

- Grammar Foundations
- Improve your Academic Writing
- Resume Writing
- Writing a Cover Letter
- Market Research Foundations

- Market Research: Qualitative
- Excel: Market Research Strategies
- Business Development Foundations: Research Market and Customer Needs
- Marketing Foundations: Competitive Market Analysis
- Data Visualization: Storytelling
- Marketing Analytics: Presenting Digital Marketing Data
- UX Research: Mobile Diary Studies
- Business Analytics Strategy
- Google Analytics for Beginners
- Advanced Google Analytics
- Google Analytics for Power Users

If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Important Dates

- Change of Schedule and Late Registration: Aug. 23 - 26
- Labor Day - No classes: Sept. 6
- Deadline for December graduates to apply for graduation: Sept. 27
- Deadline for May graduates to apply for graduation: Oct. 4
- Spring 2022 Schedule of Classes available online: mid-Oct.
- Last day to withdraw from the class and receive a "W": Oct. 25 @ 4pm (*drops made after 4pm on this date will receive an "F"*)
- Thanksgiving holidays begin: Nov. 23 @ 10pm
- Classes resume: Nov. 29
- Last day of classes: Dec. 3
- Final exams begin: Dec. 4
- Commencement: Dec. 11

Refer to: Drops, Withdrawals & Void

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of

communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Online Computer Requirements

Minimum Technology Requirements:

To be successful in this online course, students will need at least:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- *Market Research Essentials* digital textbook
- Mimic Market Research simulation packet

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft Powerpoint or Google Slides
- Use the *Market Research Essentials* digital textbook
- Complete assignments in Mimic Market Research simulation packet

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Instructor Class Policies

In-class announcements and D2L, including News items and emails, is the primary tool that I will use to communicate directly with you during this semester. Therefore, please make sure that you have set up your D2L account to [forward emails and notifications to your preferred email address](#).

Students should communicate with me either through the D2L email platform or by emailing me directly (preferred). I will always try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please allow 1 business day for a response. If you do not hear back from me within 1 business day,

please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not realize that I had the email. Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. I will post Deliverables' grades within one week of their uploads. Extra credit points will be posted throughout the semester and fully tabulated before Finals Week, but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using "text talk") will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University Undergraduate Catalog

Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule: (Subject to change. If changes are made, students will be informed in-class and via a News posting and email in D2L)

WEEK	DATES	TOPICS	NOTES
1	August 23 – 29	<p>Course Orientation</p> <p>UNIT 1: Foundations of Marketing Research</p> <p>Chapter 1: The Purpose of Marketing Research</p>	<p>Create Stukent account.</p> <p>08/25: HOMEWORK 1: Missing Product at MSU due at 2 pm</p> <p>Complete Syllabus & Health/Safety Agreement and Job Resources Connections (5 points extra credit each) by 11:59 pm Sunday, Aug. 29</p>
2	August 30 – September 5	<p>Chapter 2: Defining the Research Objective</p> <p>Determine New MSU Product for Class Project</p>	<p>08/30: HOMEWORK 2: Qualitative vs. Quantitative due at 2pm</p> <p>09/01: HOMEWORK 3: Primary vs. Secondary</p> <p>Market Research Simulations Rounds 1-6 due Saturday, Sept. 4, at 11:59 pm.</p> <p>Unit 1 Quiz due Sunday, Sept. 5 at 11:59 pm.</p> <hr/> <p><i>MSU Part-Time Job Fair: Sept. 2, 11:30am - 1 pm, Comanche Suites, Clark Student Center</i></p>
3	September 6 - 12	<p>No class Monday: Happy Labor Day</p> <p>UNIT 2: Secondary & Qualitative Research</p> <p>Chapter 3: Secondary Research</p>	<p>09/08: HOMEWORK 4: Research Proposal Development due at 2pm</p> <p>Market Research Simulations Round 7 due Saturday, Sept. 11, at 11:59 pm.</p>

Course Schedule

WEEK	DATES	TOPICS	NOTES
4	September 13 - 19	Chapter 3 Chapter 4: Qualitative Research	<p>09/13: HOMEWORK 5: Secondary Research for New MSU Product (part 1) due at 2 pm</p> <p>09/15: HOMEWORK 6: Secondary Research for New MSU Product (part 2) due at 2pm</p> <p>Market Research Simulations Rounds 8-10 due Saturday, Sept. 18, at 11:59 pm.</p> <hr/> <p><i>MSU Academic Workshop - Handling Test Anxiety: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Building Academic Skills: Sept. 14, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Improving Time Management Skills: Sept. 15, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Exploring Career Interests: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p>
5	September 20 - 26	Chapter 4	<p>09/20: HOMEWORK 7: Focus Group Script due at 2pm</p> <p>09/22: HOMEWORK 8: Observable Phenomena due at 2pm</p> <p>Unit 2 Quiz due Sunday, Sept 26 at 11:59 pm.</p>
6	September 27 - October 3	UNIT 3: Quantitative Research Chapter 5: Survey Development	<p>09/27: HOMEWORK 9: Sample Survey Intro</p> <p>09/29: HOMEWORK 10: Sample Survey Questions - Product</p>

Course Schedule

WEEK	DATES	TOPICS	NOTES
7	October 4 - 10	Chapter 5 Build NPD at MSU Survey	10/04: HOMEWORK 11: Sample Survey Questions - Pricing due at 2pm 10/06: HOMEWORK 12: Sample Survey Questions - Purchase Intent due at 2pm Market Research Simulations Round 11 due Saturday, Oct. 9, at 11:59 pm. <hr/> <i>MSU Careers in Technology Job Fair: Oct. 6, 2-4 pm, online via Handshake</i>
8	October 11 - 17	Build NPD at MSU Survey	Once the NPD at MSU Survey is finalized, Dr. Bennett will send everyone a link to it. Students should begin disseminating the link to acquire the required 25 unique responses per student (1 point extra credit awarded for each unique response obtained)
9	October 18 - 24	Chapter 6: Sampling	Market Research Simulations Rounds 12-13 due Saturday, Oct. 23, at 11:59 pm. <hr/> <i>MSU Careers in Business Job Fair: Oct. 20, 9am-noon, Dillard 189</i>
10	October 25 - 31	Chapter 7: Survey Distribution	<u>Mustang Pantry donations</u> for extra credit due Friday, Oct. 29, at 4 pm. Market Research Simulations Round 14 due Saturday, Oct. 30, at 11:59 pm. Unit 3 Quiz due Sunday, Oct. 31, at 11:59pm
11	November 1 - 7	UNIT 4: ANALYSIS Chapter 8: Data Analysis	11/01: HOMEWORK 13(Assignment 8.1) due at 2pm

Course Schedule

WEEK	DATES	TOPICS	NOTES
12	November 8 – 14	Chapter 8	11/08: HOMEWORK 14(Assignment 8.2) due at 2pm Market Research Simulations Round 15 due Saturday, Nov. 13, at 11:59 pm.
13	November 15 – 21	Chapter 9: Communicating Research Results	11/15: HOMEWORK 15(Assignment 9.1) due at 2pm NPD at MSU Survey closes Sunday, Nov. 21, at 11:59pm. (Dr. Bennett will email you a spreadsheet of the data on Monday, Nov. 22) Unit 4 Quiz due Sunday, Nov. 22, at 11:59pm.
14	November 22 – 28	No class: Happy Thanksgiving!	
15	November 29 – December 5	No Class: Work on Final Research Report (schedule meeting with Dr. Bennett, if needed)	Remaining <u>extra credit opportunities</u> and Market Research Simulation Rounds 14 and 15 due Sunday, Dec. 5, at 11:59 pm. <hr/> <i>MSU Final Exam Academic Workshop - Managing Anxiety over Finals: Nov. 29, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Building Academic Skills to Succeed on Final Exams: Nov. 30, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Creating a Time Management Plan for Final Exams: Dec. 1, 3:30-5pm, Legacy Multipurpose Room</i> <i>MSU Final Exam Academic Workshop - Integrating Course Experiences into Your Career Plan: Dec. 2, 3:30-5pm, Legacy Multipurpose Room</i>
16	December 6 – 11	FINALS WEEK	Final Research Report due Monday, Dec. 6, at 11:59 pm