



MKTG 4143 Section 101 Marketing Research Syllabus

Course Dates: August 28, 2023 to December 16, 2023

Meeting Time: Tuesday and Thursday, 2:00 PM to 3:20 PM

Location: Dillard College of Business, Room 335

Credit Hours: 3

Professor: Ashok Bhattarai. Ph.D.

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Office Hours: Monday and Wednesday 2:00 PM to 3:00 PM; Tuesday and Thursday 9:30 AM to 11:00 AM; or by appointment

Zoom: <https://msutexas.edu.zoom.us/j/98508081535?pwd=MHFKYzBwUVpuOEVCVXd3KzBgekFZdz09>

Welcome to Market Research!

This course is designed to provide students with the expertise needed to successfully complete a marketing research project. Specifically, the course focuses on how to gather, analyze, and make sense of the relevant information organizations need to make strategic decisions. As such, this is a hands-on course that emphasizes the application of all the stages of the marketing research process.

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 reports. Each student will complete a research project.

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

Course Structure

The course combines lectures, readings, class discussions, quizzes, and applied exercises. Students are expected to bring to the class insights from readings, experience, or close thinking about the issues. Thus, each student is expected to participate in class discussions.

Students are welcome to take advantage office hours outlined at the beginning of this syllabus or to schedule meeting with me by emailing ashok.bhattarai@msutexas.edu or contacting me through D2L

Course Objectives

Upon completion of this course, students should understand:

1. The purpose of market research
2. How to define research objectives
3. Secondary research
4. Primary research, both qualitative and quantitative
5. Data analysis
6. How to communicate the results of research and analysis

Textbook & Instructional Materials

Required Materials:

- Marketing Research, 8th ed., Burns, Veeck, and Bush, ISBN-13: 978-0134167404, ISBN-10: 0134167406
- Other materials provided to you by instructor

Required Software:

SPSS - SPSS is an industry standard data analysis software. You are free to buy your own or use the ones installed on the computers in the computer labs.

Dataset – Download the dataset that will be used throughout the semester from D2L (“SPSS/Qualtrics”) folder. It is crucial that you have your downloaded dataset available in class EVERYDAY.

Qualtrics – This is an online questionnaire design software. You should create a free account through: https://www.qualtrics.com/free-account/?utm_lp=homepage

Course Technology & Skills

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
- SPSS
- Qualtrics

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 SPSS to analyze data
- Use Qualtrics to generate survey

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.

Important Dates

- Change of schedule or late registration: August 28-31
- Labor Day - No classes: September 4
- Deadline to apply for December graduation: September 25
- Spring 2024 schedules of classes available online: mid-October
- Last Day to drop with a grade of "W": October 30 @ 4pm
- Thanksgiving Break begins at 10 pm: November 21
- Classes Resume: November 27
- Last day of classes: December 8
- Final exams begin: December 9
- Commencement: December 16

Course Activities

The course grade is determined by a combination of the following assignments:

- Three exams
- In-class activities
- SPSS lab assignments
- Class attendance
- A major marketing research project

Grading: Final grades will be based on the following:

Activity	% of Grades
Three Exams 10% each	30%
Marketing Research Project	35%
Homework Assignments	15%
In-class Assignments/Quizzes	15%
Class Attendance	5%
Total:	100%

Grading Scale

Actual Points	Percentage	Letter Grade
895 and Higher	90 and Above	A
795 to 894	80 to 89	B
695 to 794	70 to 79	C
595 to 694	60 to 69	D
Less than 594	Less than 59	F

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals $<.5$. I will round up $.5$ and greater. For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

Brief Descriptions of Course Activities

Exams:

Make-up exams are allowed **only** with a University-approved excuse. Failure to complete an exam during the allotted time will result in a zero for that exam. All assigned materials, whether explicitly covered or not, may be on an exam. Likewise, I will often bring in examples, guest lecturers, and exhibits that may NOT be in the textbook. Exams are in multiple-choice and true/false formats.

In-class Assignments and Homework:

Assignments for this class are comprised of several in and out of class work, including lab work. They are all designed to allow you to apply what you've learned in class. You are responsible for completing and turning in all assignments when it is due, even if you were not in class due **to an excused absence**. These will be assigned as the semester progresses. Late assignments will be penalized **one letter grade per day starting the day it is due**. Assignments that are submitted the day they are due but late will be penalized one letter grade. If it is turned in the next day, it will be penalized two letter grades, and so on.

Note: Sometimes, students are allowed to take in-class assignments home to be completed and turned in during the next class period. Your assignment will **NOT** be graded if you were not (unexcused absence) in class the day it was assigned. If it is graded before I realize you were not in class the day the assignment was given, the grade will be dropped from the gradebook once it is determined that you were not in class.

Group Marketing Research Assignment:

This is a challenging project and is the essence of the course. You will be working with a real client so treat it as such. You have to pull your own weight right from the start. Your grade for the project will be adjusted (up to 15% of your grade) based on the quality of your contribution to the project. You're expected to treat it like a job. Attend every meeting and lecture.

Attendance and Participation (relating to both exams and class meetings):

You are strongly encouraged and expected to attend and participate in every class. There will be several in-class exercises and you will receive a zero for an exercise if you were not in class when it was done. Also, you are expected to participate in any discussions that take place in class. Please note that if you are **more than five minutes** late for class, you will receive a zero for that day's class exercise. If you leave class, without my permission, before the end of the period you will be counted absent for the whole period. Also, you will get a zero on any class assignments done that day. Further, make-up exams are allowed only for University-approved absences.

Extra Credit Assignments:

There MAY be opportunities for extra credit work and will be announced in class. Please note that there are absolutely no make-ups for any missed extra credit work, even if you were absent the day it was announced or the day it was due. Extra credit work that is turned in late will not be graded.

Instructor General Class Policies

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.

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.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student’s grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor’s records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is

properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3. (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. <https://chat.openai.com/>" Material generated using other tools should follow a similar citation convention.

College Policies and Procedures

Refer to [College Policies and Procedures Manual](#).

University Policies/Procedures

Cheating/Plagiarism/Academic Dishonesty:

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Student Honor Creed

As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

Safe Zones Statement

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

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).

Disability Support Services

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

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.

Campus Carry Statement

Senate Bill 11 Handgun Policy - Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more information regarding campus carry, please refer to the University's webpage at: Campus Carry.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [undergraduate catalog](#).

Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

NOTE: Students are expected to arrive in class with all of the materials prepared. Thus, students should read, watch, listen to, etc., any assigned materials **BEFORE COMING TO CLASS THE ASSIGNED DAY.**

Schedule (subject to change if necessary)

Week/ Date:	Topics	Readings/Activities/Deadlines
Aug 29	Overview of course Getting to know others	
Aug 31	Chapter 1: Introducing Marketing Research	Start Forming Groups Download "Global Motors" dataset from D2L Create a Qualtrics account
Sep 5	Chapter 3: The Marketing Research Process and Defining the Problem Formulation and Research Objectives	Group Member Information
Sep 7	CH3: The Marketing Research Process and Defining the Problem Formulation and Research Objectives Continued In Class 1: Objectives & Problem Definition	
Sep 12	CH8: Understanding Measurement, Developing Questions, and Designing the Questionnaire Overview of market research project Discuss MR Part 1: Research Objectives	
Sep 14	CH8: Understanding Measurement, Developing Questions, and Designing the Questionnaire cont.	

Week/ Date:	Topics	Readings/Activities/Deadlines
	In Class 2: Identifying and Rewording Bad Questions	
Sep 19	CH8: Understanding Measurement, Developing Questions, and Designing the Questionnaire cont.	
Sep 21	Introduction to SPSS - Lab Work SPSS Homework #1	Project Research Objectives
Sep 26	Introduction to Qualtrics Designing a Survey Using Qualtrics SPSS/Qualtrics # 2 Start creating your questionnaire after this chapter Note: This will be graded so do your very best. You will have to show evidence of at least 3 pre-tests and subsequent re-writes. – Due Oct 24.	Answers to Ch 6: Qualitative Research Techniques questions due. Questions on D2L. SPSS # 1
Sep 28	Exam 1: Material covered and assigned so far	
Oct 3	How to minimize Halo Effect Using SPSS to minimize Halo Effect Start working on SPSS Homework #3	Answers to Ch 9: Selecting the Sample chapter questions. Quizzes on D2L. Qualtrics/SPSS # 2
Oct 5	CH12: Using Descriptive Analysis, Performing Population Estimates, and Testing Hypothesis Using SPSS to compute and Interpret Descriptive Stats Start SPSS #4	
Oct 10	CH12: Using Descriptive Analysis, Performing Population Estimates, and	SPSS #3

Week/ Date:	Topics	Readings/Activities/Deadlines
	Testing Hypothesis Using SPSS in Hypothesis Testing (Mean and Confidence Intervals)	Answers to Ch 4 : Research Design questions. Quizzes on D2L.
Oct 12	CH12 : Using Descriptive Analysis, Performing Population Estimates, and Testing Hypothesis Using SPSS in Hypothesis Testing (Mean and Confidence Intervals)	SPSS #4
Oct 17	In-class/Lab Group work day: Complete/Finalize Survey	
Oct 19	In-class/Lab Group work day: Complete/Finalize Survey	SPSS #5
Oct 24	CH13 : Implementing Basic Difference Tests. Using SPSS in Hypothesis Testing (Test of Differences Between two groups)	Survey with evidence of three pre-tests due
Oct 26	CH13 : Implementing Basic Difference Tests. Using SPSS in Hypothesis Testing (Test of Differences Across three/more groups - ANOVA)	SPSS #6
Oct 31	CH13 : Implementing Basic Difference Tests. Using SPSS in Hypothesis Testing (Test of Differences – Paired Sample – T-test)	SPSS #7
Nov 2	EXAM 2: Material covered/assigned since exam 1	
Nov 3	In-class/Lab Group work – Data Analysis Analyze Data for the Project	
Nov 7	In-class/Lab Group work – Data Analysis Analyze Data for the Project Chapter 10: Determining the Size of a Sample.	

Week/ Date:	Topics	Readings/Activities/Deadlines
Nov 9	No Class: Travelling to conference	
Nov 14	Chapter 10: Determining the Size of a Sample cont. Calculating the Sample Size Needed	
Nov 16	Chapter 11: Dealing with Field Work and Data Quality Issues Analyzing Field Data Errors	
Nov 21	Thanksgiving Break	
Nov 23	Thanksgiving Break	
Nov 28	Chapter 11: Dealing with Field Work and Data Quality Issues (Cont.) Analyzing Field Data Errors	Complete Data Analysis and Interpretation for group Project
Nov 30	Putting Together the Final Research Report – Lab	
Dec 5 & 7	Group Project Work - Lab	
FINAL EXAM WEEK (Dec 11 to 16) Final Report due Dec 10		
Exam 3: Chapters covered after Exam 2		