

Dillard College of Business Administration

MKTG Research 4143

CONTACT INFORMATION

Instructor: Dr. Thuy D. Nguyen

Phone: 940-397-6207

E-mail: thuy.nguyen@mwsu.edu (preferred)

Office: DB 278

Office Hrs: TR 10:30-11:00 AM, 12:30-2:00 PM; F 1:00-2:00 PM

REQUIRED MATERIALS

Brown, Tom J. and Tracy A. Suter (2013), MR2, Cengage Learning.

COURSE PREREQUISITES

1. Junior standing or above or consent of the chair
2. MKTG 3723 – Principles of Marketing & BUAD 3033 – Business and Economics Statistics

COURSE DESCRIPTION

Decision-making involves making predictions about the future and a key element of all decision-making is the uncertainty associated with it. In other words, whenever we make any decision about anything we probably will not know whether the decision is right or not, until we implement the decision and get the results. So how do we predict things? For example, how are consumers going to behave tomorrow? How many units (or dollar value) are we going to sell? What profit are we going to make next quarter or year? Or what effect will a change in advertising copy have? The answer lies in the manner in which we use market intelligence, information, and data. Broadly, it involves:

1. Identifying and defining the problem, both in terms of Marketing and Marketing Research (as opposed to symptoms),
2. Identifying and collecting relevant information or data (secondary and primary),
3. Analyzing and interpreting the data,
4. Arriving at a conclusion or a solution, and
5. Communicating the process and findings to relevant stakeholders.

The problem is that there is no reliable 'how to' instruction manuals for making decisions. There are only broad guidelines. We become comfortable with this process and may be even adept at it only by doing it repeatedly. This is where this class comes

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In. Students will learn why, when, and how to conduct Market Research - primary and secondary data, data collection method, sampling, designing the data collection instrument or a questionnaire, measurement scales, sampling and data analyses. Students will be expected to make decisions using data and information (often inadequate and incomplete), and do so under uncertain environment – live project.

In summary, this class is about marketing decision-making using data and information. Numbers, statistics, calculations, and computations are an integral part of this course. In addition, you will have to deal with uncertainty and make decisions under uncertainty. During this process you will have to collect and use data and information, analyze data, interpret the results, and present your findings in writing and orally. For analyzing data you will learn and use SPSS - a statistical software.

LEARNING GOALS

This course is designed to introduce the students to the importance of information and data in decision-making. The focus will be on learning by applying textbook knowledge using projects. In other words, projects, assignments and cases will be pivotal for learning. In addition, this class is also designed to help students cope with uncertain situations faced by managers in the industry. Specifically, you will have an opportunity to:

1. Understand the role of information, marketing research and its processes, especially in the context of managerial decision-making.
2. Become familiar with what is done at each stage of a typical MR project, i.e., basic marketing research process. This involves problem formulation, research design, data collection and analysis, and presentation of findings.
3. Handle uncertain decision making situations and arrive at a decision or a solution under such uncertain circumstances (often with imperfect and incomplete data/information). In other words, you will have to make decisions under uncertainty.
4. Find (including how to) and use a wide variety of secondary marketing research data, especially those available in electronic libraries and on the Internet and the world wide web.

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5. Gain knowledge (hands on experience) of marketing research using projects. This involves using all aspects of marketing research including a computer based statistical package (e.g., SPSS).
6. Understand the importance of measurement, scaling, and questionnaire design issues in Market Research.
7. Understand common sampling techniques and how sample size is determined for Market Research projects.
8. Perform and interpret basic MR data analysis using SPSS software (descriptive statistics, and basic tests of differences and associations).
9. Put together a Market Research Report/presentation in a format desired by managers.

PHILOSOPHY AND EXPECTATIONS

My expectation from this class (i.e., you and I) is captured in one of my favorite quotes from a fortune cookie at a Chinese Restaurant:

“By asking for the impossible we obtain the best possible.”

This course is difficult, challenging and will stretch you to your limits. However, with the right attitude and hard work (on your part), you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it. As regards my contribution, I can promise you that I shall give you my best. Of course, I also expect the best from you. This is the basic underlying philosophy behind this class (and for other classes and may be even life in general).

TECHNOLOGY REQUIREMENTS

Software Used

In this class, SPSS will be used for data analyses. You should quickly familiarize yourself with SPSS since you will need to use it to complete your assignments and research project. A series of introductory sessions will be conducted to get you started.

Calculators

This is a research class and calculations are an integral part of this class. Students are expected to carry a calculator and be prepared to use it at all times.

E-mail etc.

You will need an e-mail address (I will only respond to the MWSU outlook e-mails) and the ability to access the Internet. You will also need USB drives to save projects and download information. Knowledge of word processing, spreadsheet, and Power Point software is a must.

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Computer labs

You may access the software necessary for this class at University computer labs. Keep in mind that computer labs fill up during peak times during the semester (i.e., at the end). Be sure to manage your projects so that you can obtain access to them in a timely fashion.

CLASS POLICY AND CONDUCT

Professionalism

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a “professional” in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Academic Integrity

With regard to academic honesty students are referred to the “Student Honor Creed” in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an “F” in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments, and extra credit opportunities, you will be denied all doles, curves, etc.

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Class Participation/Attendance

Students are expected to attend all class meetings for this course, following the university attendance policy, (see Midwestern State University current Undergraduate Catalog). This catalog is electronic only. It may be found on the MSU website: Registrar > University Catalogs > Registrar. Attendance is deemed essential for this class.

Students sometime choose not to attend class and thereby miss important course related information covered during class. I will not spend time outside of class providing that missed information to any student on an individual basis.

Any person who is absent for five or more classes will forfeit all doles such as bonus points, extra credits, and curves etc. on any exams or assignments. These penalties for absences may make it quite difficult to receive a good grade in this class. Students will occupy the same seat from the second session onwards.

During the course of the semester, we may conduct in-class exercises involving chapter topics that are designed to enhance your understanding of marketing metrics. It is assumed that all students will participate in these activities. When called upon, students are expected to give lively dialogue with relevant and thoughtful discussions. I will not utilize classroom time reiterating basic material that is in the text. You must read the text and brief the assigned cases before class. Classroom time will be spent clarifying and analyzing the basic material and applying material to different fact situations.

Meetings outside the Class

You will need time to meet with your group to work on the group project. In addition, I will meet with each group to discuss the progress of projects several times during the semester.

Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries. I do not discuss grades during the last two weeks of the semester. At that late stage I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct *documented*

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clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within 30 days by completing the stipulated work.

Final Grades

The instructor posts final grades in *Desire2Learn*. Do not call or stop by the office to ask for grades.

General policies

Exam dates are firm. The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry

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 concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at this link: <http://mwsu.edu/campus-carry/rules-policies>.

Americans with Disabilities Act

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.

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IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive an 'F' for the course at the end of the semester.

GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

Table 1: Class components

Category	Maximum point
Quizzes	200
Midterm exam 1	100
PPT 1	50
PPT2	50
Brainstorm sessions	20
Discovery and strategy oriented research questions	40
Face to face interview questions	40
Surveys	50
Project (part 1)	100
Project (part 2)	150
Final exam	200
TOTAL	1000

Table 2: Grade system

Percentage	Letter grade
90% +	A
90-89%	B
70-79%	C
60-69%	D
<60%	F

Please remember that grades are *earned* not negotiated and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester. As a rule there will be no curving. If I feel the need to curve, it would be done at the end of the semester after all the Exams and Projects points have been compiled and summated. No letter grade will be assigned for

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individual exam or project. Letter grades will be assigned only after summing (totaling) the points for all the Exams and Projects.

Quizzes

Quizzes are designed to ensure your reading of the chapters prior to coming to class. Students will be given a total of 10 quizzes @ 20 points each. Quizzes are multiple choice, online, open book, and typically due soon after the chapters are discussed in class. Depending on the chapters, the number of questions may vary per quiz. However, in general, quizzes consist of 20 questions in 25 minutes. You can take the same quiz twice, with the lower grade dropped.

Exams

Exams will contain short essay questions. Contents from textbook, lecture notes, and all in-class work and discussions are fair game. In addition to conceptual and theoretical questions exams may contain questions that may require calculations and computations (it is a good idea to carry calculators at all times). The exams are designed to test both the depth and the breadth of your knowledge. It is not a good idea to concentrate on a few selected topics. It is mandatory that students take all exams.

Exams will not be reviewed in class. Your exams will need to be returned to me right after you review your grades. You may meet with me during office hours (or by appointment), if you wish to discuss your test.

In the preparation of exams, all possible care will be taken to avoid typographical and other errors. I will have the sole discretion in excluding test questions that may contain inadvertent errors or choose to compensate for test questions that a vast majority of the students (at least 80% of the class) answer incorrectly. Again, this matter is dependent solely on my discretion. If you disagree with any type of scoring in a test, please come by and see me during my office hours (or meet with me by appointment) and bring along a written complaint explaining your position and the basis of your contention. No requests for reviews will be entertained after two class meetings from the day a test score is announced.

Make up Exams/Quizzes

Exams/quizzes must be taken during the regularly scheduled exam/quiz times. No make-up exams/quizzes will be given except under extreme extenuating circumstances accompanied by a university-approved excuse.

Research Projects / Team Collaboration

Team research projects are an important part of this course. Appropriate level of inputs, both qualitative and quantitative are essential to the project. The final project will be presented at EURECA competition. The project is divided into two parts.

Brainstorm assignment

This team assignment requires you to brainstorm the research topic selected for our class. The specific questions for brainstorming will be communicated to you before due date.

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Discovery-oriented and strategy-oriented research questions assignment

You are required to come up with 20 discovery oriented research questions and 20 strategy oriented research questions as a team. You need to read chapter two of your book and watch video number 2, "Research questions" prior to completing this assignment. These questions are designed for you to answer, whereas face-to-face interview questions are designed for the survey respondents to answer.

Face to face interview questions

This assignment requires you to come up with 20 questions that you can ask the survey respondents to seek answers to your research topic. The discovery-oriented and strategy-oriented research questions are different from the face-to-face interview questions.

Surveys

This survey is an individual project. It requires you to collect the required number of surveys and complete them online for part two of the project. Ten points are deducted for turning in the surveys late.

Research report project 1

Students will be required to collect secondary data, define the marketing and research problem, and design a questionnaire for future (primary) data collection needs. This process and its outcomes will have to be presented in the form of a project report.

Research report project 2

The second part starts with a given data set and encompasses data analyses using SPSS statistical packages, prepare a report and present the findings. Presentation: Both projects are required to present in class with 15 minutes limitation. The presentations must be conducted in a professional manner. ALL students are required to be present in all presentations conducted by your team or your classmates. Failures to be in class during those times will result in zero point to you for your part of the presentation.

EURECA Policy and Procedure

All students are given the opportunity to compete in a University-wide research competition. All competing students will be formed in one team. However, if the number of volunteers exceeds the entry and team limitations, an in-class selection process will be conducted to select the competing team. The selection is based on the team performance of project one presentation. My judgment is final.

If the team is placed either 1st, 2nd, or 3rd, the winning team will not need to turn in project two. Their grades for project two will be 200. If the team is not placed in the

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competition, the team will be rewarded 20 points extra credit for the class. However, the team will need to turn in their part two of the project as everybody else.

Research and Creative Activity Opportunities at MSU Enhancing Undergraduate Research Endeavors and Creative Activities (EURECA) is a program that provides opportunities for undergraduates to engage in high-quality research and creative activities with faculty. EURECA provides incentives and funding through a system that supports faculty and students in a cooperative research process. For more information contact the Office of Undergraduate Research, (940) 397-6275 or by sending a message to eureca@mwsu.edu or better yet stop by the UGR office located in the atrium of the Clark Student Center, room 161. Information and resources are available at this link: [Eureca mainpage](#)

The projects will need fair amount of out of class work. This is in addition to the time spent on class preparation. These projects would require students to think and make decisions on their own. Students will be expected to make decisions under uncertain circumstances and with imperfect and incomplete data and information.

I will only aid in decision-making and not make the decision for the student. The process involves problem definition, identification of information and data (secondary and primary) needed, their source, e.g., Internet, library, census reports, research design, primary data collection methods, and questionnaire design, data analysis using SPSS, interpreting the results, and report writing. Spoon-feeding is not part of this course. Language is an important aspect of a project report. The rationale is that if you cannot communicate your ideas effectively, there is little chance of it getting accepted, used and rewarded. Please make sure that you take care of grammar, spelling, sentence formation, etc., while preparing your report.

Team Collaboration

Each student will be assigned to work in a team on the research projects in this course. Your team assignments will be random. It is ABSOLUTELY your responsibility to make a value-added contribution to your team! Each team is allowed to vote out non-performing team members. The voting must be consensus, which means all team members must agree to the voting decision. Voting deadline is provided in the Tentative Schedule. The decision should be communicated to the instructor and all team members, including the non-performing members in writing through MWSU emails. Those non-performing members will receive a grade of zero (0). No individual submissions of the assignments will be accepted. It is a group project, and students must learn to work in a group to accomplish certain goals. After all, it is an essential part of business management.

LATE SUBMISSIONS

Every 24-hour delay beyond the assigned due time will result in a deduction of 25% in the grade for that submission only. In addition, a deduction of 25% individual grade will

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also be applied for team project for late individual submission of mini components, e.g. qualitative research, gathering survey, inputting data in SPSS, etc.

This is not a legal contract. We will try to adhere to this as far as possible. However, depending upon the need of the class, the instructor reserves the right to change these and other policy requirements included in this document and announced in class.

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TABLE 3: TENTATIVE SCHEDULE

#	Date	Topic	Readings	Project	Quiz
1	8.27	Marketing Research	Ch. 1	Team formation and research topic exploration Video 1: Syllabus and class requirements Youtube link https://youtu.be/n76N0AvGHFE Due: Email and contact information of team members	1
2	8.29	The Research Question	Ch. 2	Research topic selection Video 2: Research questions Youtube link https://youtu.be/NGWqEyRo6c0 Due: Research topic discussion / brainstorming	1
3	9.3	Exploratory, Descriptive, and Causal Research Designs	Ch. 3	Reading article assignment Video 3: MKTG research steps Youtube link https://youtu.be/BRIAe1sQmEc Due: Discovery-oriented and strategy-oriented research questions. Due: Face to face interview questions	2
4	9.5	Collecting Secondary Data from Inside and Outside the Organization	Ch. 4	Research existing literature Video 4: Literature review Youtube link https://youtu.be/MmxJu92sTZ8 Due: Read literature in the project files / literature uploaded online	3
5	9.10	Collecting Primary Data by Observation	Ch. 5	Summary of interviews Video 5: how to put together your PPT1 Youtube link https://youtu.be/hcT0EuiXASM Due: Conduct and complete all the interviews. Provide a summary of your findings. Handout: PPT 1 grade sheet	4

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#	Date	Topic	Readings	Project	Quiz
6	9.12	Collecting Primary Data by Communication	Ch. 6	Video 5: how to put together your PPT1 Youtube link Due: send your first draft of PPT 1 to me for inputs and recommendations	4
7	9.17	Asking Good Questions	Ch. 7	Video 5: how to put together your PPT1 Youtube link Send your second draft of PPT 1 to me for inputs and recommendations Last voting day @ 5:00 pm via D2L	5
8	9.19	Presentation of research report 1 due		<i>Due: For online class, record and post your PPT 1 online by 11:00 am. Grade your classmates' PPT 1 and send me your grade sheet by 5:00 pm next day</i>	5
9	9.24	Developing the Sampling Plan	Ch. 8	EURECA team selection Video 6: scales of measurement Youtube link	6
10	9.26	Midterm – short essays	Ch. 1-8	Exam 1	
11	10.1	Designing the Questionnaire	Ch. 9	Field work Questionnaire handout Video 7: Basic statistic review Youtube link	6
12	10.3	Data Collection Written research report 1 due	Ch. 10	<i>Due: Project 1 in class for face to face,</i> <i>Online class: Project 1 due by 11:00 am, uploaded on D2L</i> Video 8: Statistical procedures Youtube link	7
13	10.8	Data Collection	Ch. 10	Field work Video 9: How to put together your PPT2	7

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#	Date	Topic	Readings	Project	Quiz
				Youtube link https://youtu.be/nTWYFzSThpg Video 10: Introduction to SPSS Youtube link https://youtu.be/SaAeyNyAxTU	
14	10.10	Data Collection	Ch. 10	Field work and Computer Lab Must be in DCOBA computer lab to use SPSS application Due: Your surveys coded in SPSS <i>Face to face class: email me</i> <i>Online class: upload to D2L</i>	7
15	10.15	Data Preparation for Analysis– Descriptive	Ch. 11	Handout: Class dataset coded in SPSS	8
16	10.17	Data Preparation for Analysis– Descriptive	Ch. 11	Computer Lab Video 11: Descriptive Statistics Youtube link https://youtu.be/behiktof4UE	8
17	10.22	Analysis & Interpretation – Hypotheses	Ch. 12	Computer Lab Video 12: Cross tabulation Youtube link https://youtu.be/2RDTJell1qs	9
18	10.24	Analysis & Interpretation – Hypotheses	Ch. 12	Computer Lab Video 13: ANOVA Youtube link https://youtu.be/yEi4IQWuLck	9
19	10.29	Analysis & Interpretation – Difference	Ch. 13	Computer Lab Video 14: Regression Youtube link https://youtu.be/jogKTGkSbDw Due: EURECA abstract	9
20	10.31	Analysis & Interpretation – Difference	Ch. 13	Computer Lab Due: Send your PPT 2 to me for inputs and recommendations	9
21	11.5	Analysis & Interpretation – Association	Ch. 13	Computer Lab Due: Send your PPT 2 to me for inputs and recommendations	10

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#	Date	Topic	Readings	Project	Quiz
22	11.7	Analysis & Interpretation – Association	Ch. 13	Computer Lab Due: Send your PPT 2 to me for inputs and recommendations Last voting day @ 5:00 pm via D2L	10
23	11.12	Presentation of research report 1 & 2 due	Ch. 14	<i>Face to face class: Presentation in class.</i> <i>Online class: Record and post your PPT 2 online by 11:00 am. Grade your classmates' PPT 2 and send me your grade sheet by 5:00 pm next day</i>	
24	11.14	EURECA Presentation		Required participation @ Clark Student Center	
25	11.19	Analysis and Interpretation		Computer lab	
26	11.21	Analysis and Interpretation		Report wrap up	
27	11.26	Written research report 1 & 2 due		<i>Face to face class: in class</i> <i>Online class: upload on D2L by 11:00 am.</i>	
28	12.3	Class review and catch-up			
29	12.5	Library day			
30		One-on-one review			
31	12.12	Final exam	Ch. 1-14	1:00-3:00 pm double check	