



## MKTG 4143 Section 201

### Marketing Research Course Syllabus

Course Dates: January 10 - May 6, 2022  
Meeting Time: Mondays and Wednesdays, 2 - 3:20 pm  
Location: Dillard College of Business, Room 335  
(Course Livestream Link:  
<https://msutexas-edu.zoom.us/j/94166736315?pwd=bEI0WncxZHhFS3hIV2t1MWRLZ2hqUT09>)<sup>1</sup>  
Credit Hours: 3  
Professor: Andrea Bennett, Ph.D.  
Office: Dillard Building 215  
E-Mail: [andrea.bennett@msutexas.edu](mailto:andrea.bennett@msutexas.edu)  
Office Hours: MW 3:30 - 5 pm (in person), T 1-2 pm (virtually),  
by appointment (preferred)

Zoom Link for Virtual Office Hours:

<https://msutexas-edu.zoom.us/j/97351143754?pwd=a1h1SzZiNVBxeVJpa0d2NEppNGxldz09>

---

### Communication Expectations

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 (link to:

[https://documentation.brightspace.com/EN/semester\\_start/-/learner/faq\\_forward\\_emails\\_other\\_account.htm](https://documentation.brightspace.com/EN/semester_start/-/learner/faq_forward_emails_other_account.htm)).

---

<sup>1</sup> Students may use the livestream for a maximum of three (3) consecutive course periods without being required to provide documentation. After the third course period, students who continue to use the livestream without providing required documentation about their need for an accommodation will be counted absent until such documentation is provided.

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.

## **Welcome to MKTG 4143 (Marketing Research)!**

Research is a necessary component for making business decisions. Therefore, regardless of industry, professionals need to know how to conduct research properly as well as be able to recognize appropriate methodologies and sound techniques given a research objective at hand.

This course provides students the steps used by professionals when conducting market research. Instruction is given on defining the objective, secondary research, qualitative primary research, survey development, sampling techniques, survey distribution, data analysis and communicating results.

By the end of the course, students will be able to conduct professional-level research needed in today's business environments as well as be able to identify the usefulness of research conducted by others.

## **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

## 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 of both the in-person and virtual office hours outlined at the beginning of this syllabus or to schedule (preferred) and in-person or virtual meeting with me by emailing [andrea.bennett@msutexas.edu](mailto:andrea.bennett@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:

- 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 above)
  - Link to Bookstore: <https://www.bkstr.com/midwesternstatestore/course-materials-results?shopBy=course&divisionDisplayName=&departmentDisplayName=MKTG&courseDisplayyName=4143&sectionDisplayName=201&programId=3430&termId=100072537>
    - **PLEASE NOTE:** Only purchase the Course Packet via the MSU Bookstore IF YOU WILL USE FINANCIAL AID FOR THE PURCHASE. Otherwise, save some money by buying directly from the publisher via the Student Access Code above.

You **MUST** purchase the simulation package to complete the SIMULATION ASSIGNMENTS.

- Other materials provided to you by instructor

## 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
- *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.

## Important Dates

- Change of schedule or late registration: Jan. 10-13
- Martin Luther King Jr.'s birthday (observed) - no classes: Jan. 17
- Deadline to apply for May graduation: Feb. 14
- Summer and Fall 2021 schedules of classes available online: mid-March
- Spring Break begins at 5 p.m.: March 12 (Spring Break = March 14-19)
- Last Day to drop with a grade of "W": March 21 @ 4pm
- Holiday Break begins at 10 pm: April 13
- Classes Resume: April 18
- Last day of classes: April 29
- Final exams begin: April 30
- Commencement: May 7

## Course Activities

Activities	Points	% of Final Grade
Homework	200 points	20%
Unit Quizzes	200 points	20%
Research Simulations	200 points	20%
Survey Responses	50 points	5%
Final Report	300 points	30%
Attendance & Participation	50 points	5%
<b>Total Course Points</b>	<b>1,000 points</b>	<b>100%</b>

## Grading Scale

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

## Descriptions of Course Activities

### 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](#).

### Unit 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.

While you may use any printed resources and notes you have taken for these quizzes, you are not allowed to use any additional online or interpersonal (i.e., other students) resources.

To ensure that no prohibited materials are used during the quizzes, you will be required to take the quizzes using Respondus Lockdown Browser.

Please use the resources available to you through MSU's Distance Education services (<https://msutexas.edu/distance/lockdown-browser.php>) to ensure that you are set up to use Respondus Lockdown Browser before attempting your first quiz.

Quizzes are due on the dates outlined in the Course Calendar. Quiz due dates are generally on Sundays at 11:59 pm. I will not provide make-up quizzes for individuals, and the MSU HelpDesk has limited weekend availability. Therefore, be sure that you have adequate time and a reliable internet connection before attempting the quiz.

### **Marketing Research Simulations**

You will complete 15 rounds of simulations via the Mimic Market Research Simulations package.

In these simulations, you will play the role of a new Market Researcher at Buhi Supply Co., an e-commerce and retail bag supplier that specializes in backpacks, purses, wallets, satchels, and duffel bags.

You'll find more information about Buhi Supply Co. and the scenario within the Mimic Marketing Principles Simulations and in the D2L section related to the Simulations.

Rounds are due on the dates outlined in the Course Calendar.

### **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 (valued at 2 points each) 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

1. Students who complete the **Syllabus Agreement, Health & Safety Agreement, and Introduction Survey** posted to D2L by 11:59 p.m. on Sunday, Jan 16, will receive up to 5 points of extra credit for each.
2. **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, 2022) 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.
3. If other opportunities for extra credit become available, I will inform the class via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course (i.e., no individual opportunities for extra credit will be provided).

## 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 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.

### **COVID-19 Impact on Attendance**

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about



COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Vinson Health Center or your health care provider PRIOR to coming to campus. MSU also requires that you complete a COVID-19 Reporting Form if you think that you have been exposed to the virus. You are also encouraged to download the MSU Safety app to access any necessary COVID-19 forms and to stay up-to-date about COVID-19 on campus and in the community.

### **Class Materials for Remote Instruction**

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a computing device with reliable internet access to participate in fully remote portions of the class. Additional required classroom materials for remote learning will be posted to the course's D2L site, if such action becomes necessary. Information and resources for successful digital learning are available through MSU's Distance Education Department.

### **Statement on Face Coverings**

The course will align with MSU's requirements for face coverings. When/if required, students must properly wear face coverings (i.e., over your mouth and nose) during this class. If you are unable to wear a face covering due to a disability, please contact Disability Services to request an accommodation. MSU face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

### **Class Recordings & Student Likenesses**

Synchronous (live) sessions in this course will be recorded for students to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes.

Students may not post or otherwise share the recordings outside the class or outside the D2L Learning Management System, in any form. Failing to follow this restriction is a violation of the MSU Code of Student Conduct and could lead to disciplinary action.

### **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.

## **College Policies and Procedures**

Refer to College Policies and Procedures Manual.

## **University Policies/Procedures**

### **Cheating/Plagiarism/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.

"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 MSU. 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

Students who wish to appeal a grade should consult the Midwestern State University [link for 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.**

### Course Calendar (subject to change)

Week	Dates	Topics	Assignments
1	Jan 10 - 16	Course Orientation <b>UNIT 1: Foundations of Marketing Research</b> Chapter 1: The Purpose of Marketing Research	Create Stukent account. <b>01/12:</b> HW 1: Missing Product at MSU due at 1:30 pm <b>Complete Syllabus &amp; Health/Safety Agreement and Introductions (5 points extra credit each) by 11:59 pm Sunday, Jan 16.</b>

Week	Dates	Topics	Assignments
2	Jan 17 - 23	<p><b>MLK JR. DAY: Jan. 17 - No Class</b></p> <p>Chapter 2: Defining the Research Objective</p> <p>Determine New MSU Product for Class Project</p>	<p><b>01/19:</b> HW 2: Watch the video “The Purpose of Market Research Explained” (<a href="https://www.youtube.com/watch?v=NSavcu-cIs0">https://www.youtube.com/watch?v=NSavcu-cIs0</a>) and answer the HW2 quiz questions in D2L due at 1:30 pm</p> <p><b>Market Research Simulations Rounds 1-2 due Saturday, Jan. 22, at 11:59 pm.</b></p>
3	Jan 24 - 30	<p><b>UNIT 2: Secondary &amp; Qualitative Research</b></p> <p>Chapter 3: Secondary Research</p>	<p><b>01/24:</b> HW 3: Qualitative vs. Quantitative due at 1:30 pm</p> <p><b>01/26:</b> HW 4: Primary vs. Secondary due at 1:30 pm</p> <p><b>Market Research Simulations Round 3-4 due Saturday, Jan. 29, at 11:59 pm.</b></p> <p><b>Unit 1 Quiz due Sunday, Jan. 30, at 11:59 pm.</b></p>
4	Jan 31 - Feb 6	<p>Chapter 3</p> <p>Chapter 4: Qualitative Research</p>	<p><b>01/31:</b> HW 5: Watch the video “Secondary Market Research Explained” (<a href="https://www.youtube.com/watch?v=K3UaIQN_YXI">https://www.youtube.com/watch?v=K3UaIQN_YXI</a>) and answer the HW5 quiz questions in D2L due at 1:30 pm</p> <p><b>02/02:</b> HW 6: Secondary Research for New MSU Product (part 1) due at 1:30 pm</p> <p><b>Market Research Simulations Rounds 5-6 due Saturday, Feb. 5, at 11:59 pm.</b></p>

Week	Dates	Topics	Assignments
5	Feb. 7 - 13	Chapter 4	<p><b>02/07:</b> HW 7:Secondary Research for New MSU Product (part 2) due at 1:30 pm</p> <p><b>02/09:</b> HW 8: Sample Survey Intro due at 1:30 pm</p> <p><b>Market Research Simulations Round 7 due Saturday, Feb. 12, at 11:59 pm.</b></p>
6	Feb. 14 - 20	<p><b>UNIT 3: Quantitative Research</b></p> <p>Chapter 5: Survey Development</p>	<p><b>02/14:</b> HW 9: Sample Survey Questions - Product due at 1:30 pm</p> <p><b>02/16:</b> HW 10: Sample Survey Questions - Pricing due at 1:30 pm</p> <p><b>Market Research Simulations Rounds 8-9 due Saturday, Feb. 19, at 11:59 pm.</b></p> <p><b>Unit 2 Quiz due Sunday, Feb. 20, at 11:59 pm.</b></p>
7	Feb. 21 - 27	<p>Chapter 5</p> <p>Build NPD at MSU Survey</p>	<p><b>02/21:</b> HW 11: Sample Survey Questions - Purchase Intent due at 1:30 pm</p> <p><b>02/23:</b> HW 12: Complete Sample Survey due at 1:30 pm</p> <p><b>Market Research Simulations Rounds 10-11 due Saturday, Feb. 26, at 11:59 pm.</b></p>

Week	Dates	Topics	Assignments
8	Feb. 28 - Mar. 6	Chapter 6: Sampling	<p><b>02/28:</b> HW 13: Types of Data due at 1:30 pm</p> <p><b>03/02:</b> HW 14: Categorical vs. Continuous due at 1:30 pm</p> <p><b>Market Research Simulations Rounds 12-13 due Saturday, March 5, at 11:59 pm</b></p> <p><b>By Sunday, March 6:</b> Dr. Bennett will send everyone a link to the finalized NPD survey. Students should begin disseminating the link to acquire the required 25 <b>unique</b> responses per student (1 point extra credit awarded for each unique response obtained)</p>
9	Mar. 7 - 13	Chapter 7: Survey Distribution	<p><b>03/07:</b> HW15: Means or percentages? due at 1:30 pm</p> <p><b>03/09:</b> HW 16: Descriptive vs Inferential Statistics due at 1:30 pm</p> <p><b>Unit 3 Quiz due Sunday, March 13, at 11:59pm</b></p>
10	Mar. 14 - 20	<b>SPRING BREAK</b>	
11	Mar. 21 - 27	<p><b>UNIT 4: ANALYSIS</b></p> <p>Chapter 8: Data Analysis</p>	<p><b>03/21:</b> HOMEWORK 17: Inferential Statistics due at 1:30 pm</p> <p><b>03/23:</b> HOMEWORK 18: Final Project Hypotheses due at 1:30 pm</p> <p><b>Market Research Simulations Round 14 due Saturday, March 26, at 11:59 pm.</b></p> <p><b>NPD at MSU Survey closes Sunday, March 27, at 11:59pm.</b></p>

Week	Dates	Topics	Assignments
12	Mar. 28 - April 3	Chapter 8	<p><b>03/28:</b> HOMEWORK 19: Statistics &amp; Decisions due at 1:30 pm</p> <p><b>03/30:</b> HOMEWORK 20: Data Visualizations due at 1:30 pm</p> <p><b>Market Research Simulations Round 15 due Saturday, April 2, at 11:59 pm.</b></p>
13	April 4 - 10	Chapter 9: Communicating Research Results	<p><b>04/04:</b> HOMEWORK 21: Final Project Outline due at 1:30 pm</p> <p><b>04/06:</b> HOMEWORK 22: Remaining Questions (part 1) due at 1:30 pm</p>
14	April 11 - 17	Chapter 9 Chapter 10 <b>MSU Campus Closed: April 14-17</b>	<p><b>04/11:</b> HOMEWORK 23: Remaining Questions (part 2)</p> <p><b>04/13:</b> HOMEWORK 24: Revised Final Project Outline due at 1:30 pm</p>
15	April 18 - 24	<b>No Class: Work on Final Research Report</b>	<p><i>Students may schedule a one-on-one meeting with Dr. Bennett (in-person or via Zoom) during either week 15 or 16)</i></p> <p><b>Unit 4 Quiz due Sunday, April 24, at 11:59pm.</b></p>
16	April 25 - May 1	<b>No Class: Work on Final Research Report</b>	<p><i>Students may schedule a one-on-one meeting with Dr. Bennett (in-person or via Zoom) during either week 15 or 16)</i></p>
17	May 2-6	<b>FINALS WEEK</b>	<b>Final Research Report due Wednesday, May 4, at 11:59pm</b>