



SURVEY RESEARCH (MSLE 4534) SYLLABUS

PROFESSOR BROUGH, FALL 2023

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Course Description and Objectives

The purpose of this course is to prepare you to design, conduct, and evaluate primary research, with a specific focus on marketing surveys. The course will emphasize questionnaire design, but will also cover sampling, data collection and analysis, reporting, and careers in survey research.

It is expected that upon completion of this course, you will be able to:

- Exhibit an understanding of the principles of measurement and survey methods
- Recognize the biases and limitations inherent in survey methodology
- Design and critique a marketing survey
- Critically evaluate the results of survey research and make strategic recommendations

Learning Assessment

Your performance will be evaluated using a variety of methods (see below). Keep in mind that your grade is not always a perfect indicator of your potential skills nor does it necessarily reflect the amount of effort you exerted; it simply reflects your performance on a set of specific tasks. Specific instructions for each assessment are available within the CANVAS modules.

- Quizzes (20%)
- Peer-Reviewed Exercises (20%)
- Team Project (30%)
- Final Exam (30%)

Course Materials

Auto Access eBook: Designing Quality Survey Questions eBook, 1e by Robinson

This course requires all-inclusive digital materials that are provided to you at a lower price than traditional printed materials. These materials are paid for through an “Auto Access Digital Materials” charge placed on your student account when you registered for the course. To access the materials, visit the Canvas course site. For more details, including dates, deadlines, and opt-out info, visit your Bookshelf in Canvas.

Course Policies

Academic Integrity

Academic honesty is expected of all students. All individual exercises, including quizzes, exercises, and exams, should represent work that is solely your own and are to be completed without the assistance of or discussion with any other individual. Solutions to quizzes, exercises, and exams should never be shared or discussed with students in other concurrent, past, or future sections of this class. Violations of these standards of academic integrity will be reported to

university authorities; sanctions imposed on all involved parties may include a score of zero on the deliverable or exam, failing the course, going on academic probation, and an annotation on your university transcript.

Communication

You are welcome to e-mail me at any time throughout the semester. However, if you email after 5pm or during the weekend, please do not expect an immediate response. To enable me to respond quickly, please double-check the syllabus and assignment instructions before emailing me; you may be able to answer your own question.

If you wish to set up an appointment (virtual or in-person), please e-mail me at aaron.brough@usu.edu with a couple of times that work for you. Be sure to include the specific questions or issues you would like to discuss so I can prepare in advance and make better use of our time together.

Timeliness

Timeliness is an important business skill. Please submit all assignments before the deadline indicated on CANVAS (late submissions will not be accepted, so please plan ahead and submit early if necessary).

Disability Services

If necessary, please contact the [Disability Resource Center](#) to coordinate any accommodations.

Schedule

Section 1: Meets MW 9:30am-11:15am @ HH122

Class	Day	Date	Topic	Deliverables (due by 11:59pm BEFORE class)
1	W	10/18	Course Overview (Online)	
2	M	10/23	Principles of Measurement	Quiz 1 (Ch. 1 & Course Overview lecture)
3	W	10/25	GUEST SPEAKER: MIKE BAST	Quiz 2 (Ch. 2 and Principles of Measurement lecture)
4	M	10/30	Understanding Respondents / Team Assignments	
5	W	11/1	Questionnaire Design	Quiz 3 (Ch. 3 and Understanding Respondents lecture)
6	M	11/6	Sampling	Quiz 4 (Ch. 4-5 and Questionnaire Design lecture)
7	W	11/8	Fieldwork and Data Analysis	Quiz 5 (Ch. 6 and Sampling lecture)
8	M	11/13	Survey Design Workshop	Quiz 6 (Ch. 7-8 + Appendix and Fieldwork lecture)
9	W	11/15	Reporting and Visualization	Visualization Exercise
10	M	11/20	Career Advice	
11	W	11/22	No Class - Thanksgiving	Team Project Survey Link
12	M	11/27	Couture in Court Case Discussion	Couture in Court Case
13	W	11/29	GUEST SPEAKER: AARON ANDERSEN	
14	M	12/4	Team Presentations	Team Project Slides
15	W	12/6	Final Exam* Begins	Course evaluation (open at noon on 12/4 and due by 11:59pm on 12/5)

*The final exam will be available on CANVAS on 12/6-12/7.