

# Syllabus Fall 2021

## Marketing 4050 - Marketing Research

Instructor: Mike Nguyen

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Class Hours:

Office Hours: By appointment

### Textbooks

*Basic Marketing Research*, Brown, Suter, and Churchill, 9th ed., 2018, Cengage (required)

Course packet, College of Business Copy Center (required—will be used in almost every class meeting)

### Course Objectives

This course will provide students with an understanding of the role of marketing research in organizations and knowledge about how marketing research is carried out. Students will learn the language of marketing research, the value of primary and secondary sources of data, and how errors in research can be reduced or avoided. The course is also designed to further students' professional development by enhancing their ability to:

- solve business problems
- effectively communicate facts and opinions
- work in groups
- manage time and tasks effectively
- make effective formal presentations

### Prerequisites

Mktg 3000, junior standing, and Statistics 3500

### Knowledge objectives (topical coverage)

The following topics must be covered in the course, and students should be able to demonstrate knowledge of key principles in each topic.

- The marketing research process
- Marketing research industry structure
- Sources of information (primary, secondary, syndicated)
- Problem definition and exploratory research

- Research design options (qualitative, causal, survey)
- Data collection methods
- Measurement (levels of measurement, types of measurement scales)
- Questionnaire design
- Sampling methods and sampling plans
- Fieldwork and data quality; data preparation and coding
- Descriptive statistical analysis (mean, median, mode; frequency distribution; cross-tabulation)
- Basic data visualization
- Correlation and regression applications
- Oral and written presentation of results

## Performance objectives

Students will be asked to demonstrate their ability to do the following activities.

Students, with the assistance of group members, will be able to conduct and complete small-scale marketing research project, including problem definition, questionnaire design, sample design, data collection, data analysis, and project oral and written report.

Students will be able to calculate the following statistics in Excel, be able to interpret them, and know the proper data visualization techniques to present the results:

- mean
- percentages and frequency distribution
- cross-tabulation

Students will be able to interpret correlation and regression results, including slope coefficients and model fit.

## Student Evaluation

| Components                                 | Points |
|--|--------|
| Exam (2)                                   | 200    |
| Group Term Project Assignments             | 130    |
| Attendance, participation, professionalism | 45     |
| Individual Assignments                     | 25     |
| Total                                      | 400    |

Extra Credit: 3-5%

## Examinations

Examinations will consist of

- multiple choice
- short essay questions
- problems.

Makeup exams will be given only in cases of verified illness or in other extenuating circumstances approved at least one week beforehand by the instructor. Makeup exams are normally given during final exam week.

An unexcused absence from an exam will result in a grade of zero for that exam.

## Group Term Project

The group project is a small-scale marketing research project and includes problem definition, questionnaire design, data collection, data analysis, and writing up the research report. Each group will also give an oral presentation at the end of the semester. Group members will evaluate each other's performance on the project, and the evaluation will be considered in assigning individual students' grades for the project. If a group member consistently fails to contribute appropriately to the group's work, the other group members may request in writing to the instructor that the non-performing member be terminated from group. In such instances, the terminated group member will be allowed to use data collected by the group but will be required to complete remaining project assignments on his/her own, including data analysis, presentation, and final report. A terminated group member may appeal this decision to the instructor in writing, but must do so within **four calendar days of notice of dismissal**.

## Attendance, Participation, and Professionalism

- This class meets in-person at the scheduled time slot. Students are expected to be present at all class sessions and to participate by asking and answering questions at multiple points during each class session. Failure to do so will result in loss of class participation and attendance points. Both quality and quantity of contributions are considered in assigning the class participation grade.
- To be excused due to illness, the student must either notify the professor before class of the illness, or provide the instructor with a **doctor's note**.
- Be on time to class. Important material is covered in the first few minutes of class. Students who are late to class will lose attendance points.
- Students are expected to be prepared and to read assigned discussion cases before class begins. They are also expected to pay attention in class, and they will be called upon to present their views on class material and discussion cases. Students are also expected to contribute to the class by asking questions.
- Professional behavior is expected of all students. Professionalism includes being on time, being courteous to class members and the instructor, being reliable and conscientious when working on group projects, and other aspects of behavior normally expected of students or employees.

## Assignments

- Assignments are to be turned in using Canvas and are due at the time noted on Canvas.
- Late assignments are eligible for up to 50% of total points if they are turned in with 24 hours of the due date; after that, no credit will be given for late assignments. To be considered, any requests to re-grade an assignment must be made within one week after the grade has been posted on Canvas.
- **Project Assignments** (PA) are described in the course packet immediately following the syllabus. They are to be completed by group members and turned in on the due dates shown.
- **Discussion Cases** are individual exercises to be completed on your own and form the basis for our class discussions. They need to be completed before class meets, and you will be called upon at various times throughout the semester to discuss your work on these exercises. Your work on these exercises will not be collected, but if you're unable to discuss your work when called upon, your participation grade will be negatively affected.

## Academic Honesty

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed,

and presented. Any incident of academic honesty (such as cheating on tests or plagiarism) will be reported to the office of the provost. Academic dishonesty is an extremely serious matter with serious consequences, potentially including an automatic F for the course and probation or expulsion.

## Special Needs

If you have special needs as addressed by the Americans with Disabilities Act and need assistance, you must notify the instructor by the second week of the semester. To request academic accommodations, students must also register with Disability Services, AO38 Brady Commons, 882-4696. It is the campus office responsible for reviewing documentation provided by students requesting academic accommodations, and for accommodations planning in cooperation with students and instructors, as needed and consistent with course requirements.

### SCHEDULE – MRKTNG 4050

|    | Date   | Topic   | Assignments Due                           | Reading     |
|----|--------|---|---|-------------|
| 1  | Aug 24 | Course Intro; Problem Analysis                    |   |             |
| 2  | Aug 26 | The Research Process                              | Project Review Assign; PA #1 due 5 pm     | Ch. 1       |
| 3  | Aug 31 | Problem Definition; Intro to Project              | Discussion case #1 (p. 3-1)               | Chs. 2, 3   |
| 4  | Sep 2  | Research Designs                                  | PA #2; Discussion case #2 (p. 4-1)        | Chs. 4      |
|    | Sep 7  | Labor Day   |   |             |
| 5  | Sep 9  | Information Systems, Dashboards, & Data Analytics | Discussion case #3 (p. 5-1) & #4 (p. 5-3) | Chs. 5, 6   |
| 6  | Sep 14 | Secondary & Syndicated Data                       | PA #3; Project Meetings                   | Ch. 7       |
| 7  | Sep 16 | Experimentation                                   |   | Ch. 8       |
| 8  | Sep 21 | Survey Research                                   | Discussion case #5 (p. 7-1)               | Chs. 9, 11  |
| 9  | Sep 23 | Measurement; Questionnaire Design                 | Discussion case #6 (p. 8-1); Qualtrics    | Ch. 12      |
| 10 | Sep 28 | Questionnaire Design II                           |   | Ch. 13      |
| 11 | Sep 30 | Questionnaire Analysis                            | PA #4                                     |             |
| 12 | Oct 5  | Sampling; Data Preparation                        | Discussion case #7 (p. 12-1)              |             |
| 13 | Oct 7  | Project Meetings                                  | PA #5, PA #6                              | Ch. 14, 15* |
| 14 | Oct 12 | <b>First Exam</b>                                 |   |             |
| 15 | Oct 14 | Work Day (collecting data)                        | PA #7                                     | Ch. 16      |
| 16 | Oct 19 | Descriptive Statistics                            |   |             |
| 17 | Oct 21 | Data Analysis Plans                               | PA #8 & PA #9                             |             |
| 18 | Oct 26 | Data Analysis                                     | PA #10 & PA #11                           |             |
| 19 | Oct 28 | Visualizing and Reporting Data                    |   | Ch. 20      |
| 20 | Nov 2  | Correlation, Simple Regression                    | PA #12                                    |             |
| 21 | Nov 4  | Simple Regression (continued)                     | Discussion case #8 (p. 21-1)              |             |
| 22 | Nov 9  | Multiple Regression Basics                        | Opinion Outpost Assign (optional)         |             |
| 23 | Nov 11 | Multiple Regression Applications                  | Zoom presentation practice (extra credit) |             |
| 24 | Nov 16 | Project Meetings                                  | PA #13 (optional; sign up by 11/15)       |             |
| 25 | Nov 18 | Presentations                                     | PA #14, PA #15                            |             |
|    |        | Thanksgiving Break                                |   |             |
| 26 | Nov 30 | Presentations                                     | PA #14, PA #15                            |             |
| 27 | Dec 2  | Review for Exam                                   |   |             |
| 28 | Dec 7  | <b>Second Exam</b>                                |   |             |
| 29 | Dec 9  | Project Checkup                                   |   |             |
| 30 | Dec 14 | Project Report Due                                | PA #16 & PA #17                           |             |

**NOTE:** PA is a group project assignment. Assignment page numbers refer to pages in the course packet;

chapters refers to chapters in the textbook.

\*Skip pp. 231-233 in Ch. 15; refer to the Canvas document titled Response Rates to replace this material.