**Syllabus, Spring 2021**

**Marketing 4050 – Marketing Research**

Instructor: Frank (Yufan) Lin

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Class Hours: Tuesday/Thursday 9:30AM - 10:45AM CST

Office Hours: Tuesday 10:45 AM – 11:45 AM through Zoom, and by appointment

**Texts**

*Marketing Research*, Burns, Veeck & Bush, 8th ed., 2016 (required)

Electronic version is available for this class on Canvas (click the VS Materials on your Canvas course page).

**Zoom link**

<https://umsystem.zoom.us/j/98950306922?pwd=Y2VKWjQzaWdWOEJSWkI0OVI2VkkzZz09>

**Meeting ID:** 989 5030 6922

**Passcode:** 923422

**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

**Student Evaluation**

* Exams (2) 200
* Group Term Project Assignments 130
* Term Project extra credits (10)
* Group Case Presentation 15
* Attendance 15
* Participation, professionalism 15
* Quiz 10
* Qualtrics homework 15

Total 410

**SCHEDULE**

**Important note:** Course organization - documents to be used throughout the semester. a) Lecture recordings are linked to the Date column. b) Slides are linked under the topic column. c) Project assignments, case discussion are under the assignments column and linked to the three documents below. d) Readings can be accessed through VS Material on Canvas.

1. [Project Assignment (PA) document](https://docs.google.com/document/d/1ekisYs5uxsxSzOZwJSe-v04ITffQ0fsSl6HXIEZA5X8/edit?usp=sharing)
2. [Case Discussion document](https://docs.google.com/document/d/1YQi0Nc8eutB_kAwJGAUkLpzsaMjPFssHw6kpxHNRb7w/edit?usp=sharing)
3. [Sample term project report](https://drive.google.com/file/d/18hRqWB13RZQbYlRfJXcidAN54QynBzVf/view?usp=sharing)

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Topic | Assignments | Reading |
| [Tue,01-19](https://umsystem.zoom.us/rec/share/GJKlxoRHbMlkTnRXyo3M6i51CZllc7ryoHJBZvqeyPJYUh-ow39rKYpA4tuYQehf.CKIa-Lccc61MdU12) | [Course Introduction](https://drive.google.com/file/d/1-skFvIxCUcMxN3DvAn1uS2Y-KuoVtJr0/view?usp=sharing) |  |  |
| [Thur,01-21](https://umsystem.zoom.us/rec/share/ScetThl1_4y39MBzNy93kBCY05HnXAbSp-yLVyQB7x-1onqT7l4mZ6q_9cyXef0Y.Kutt2soa3BxzlaqS) | [The Research Process](https://drive.google.com/file/d/1x1n_oZfl_NK7qcYrovddmCCLxzzCknrk/view?usp=sharing) | PA #1 | Chs. 1, 2 |
| [Tue,01-26](https://umsystem.zoom.us/rec/share/8vmC2aMyv9fW_D2hOu983_j4q_jUQhoWEdJE3-6o5Z8X6UgCbk96edhBGcILGo4.PvKzrKygphBdQ7tb) | [Problem Definition; Intro to Project](https://drive.google.com/file/d/1mtxuE3mz6L7falxTWhPCJiSW5749LHjt/view?usp=sharing) | PA #2; Discussion case #1 due the day before | Ch. 3 |
| [Thur,01-28](https://umsystem.zoom.us/rec/share/bDlpRd3XJhMI_Y26_86wQwODIO0_QuHhteI949NxxwtPUz7hvBH7ekl9FGBqBTyz.xBEep9QQP0jIwcOT) | [Research Designs](https://drive.google.com/file/d/1HcILC0F8LDReBDEbJ2YevjcRpHX45U_O/view?usp=sharing) | Discussion case #2 due the day before | Chs. 4, 6 |
| [Tue,02-02](https://umsystem.zoom.us/rec/share/A7DF33w5Q8L_2yGABDnh99R47BkcuqAJIj7as6vER2pLHWlH-l30ppiNI4cXeopH.rc-azCUDMW_9Orhq) | [Problem Definition & CE3 &PA3](https://docs.google.com/presentation/d/1OGd0DTDCV0upYy92WsjqewXIe4gkuAuQZAe1xmAIlIk/edit?usp=sharing) | Discussion case #3 due the day before |  |
| [Thur,02-04](https://umsystem.zoom.us/rec/share/h8_vVtcTeJxFAkhyyUIE6p-RFy7f68Vf5hr7VFti1GRvckIqjCL1hLaE09fNWo0f.j9kQgQjSHiQEumJg) | [Secondary Data & Info Systems](https://drive.google.com/file/d/1I3haf87kX0ljeadzHfSzk0LObHOZPk0G/view?usp=sharing) | PA #3 due on Friday | Ch. 5 |
| Tue,02-09 | Project Meetings | [Sign up](https://docs.google.com/spreadsheets/d/13Y4uTVFiYiVHVRIfo_7YZZAFuL6Z6JDR3gUXydcBqK8/edit?usp=sharing) the day before |  |
| [Thur,02-11](https://umsystem.zoom.us/rec/share/gbwzfzsXaTIKbyjtKLXbR8Tewk8mN_pKKttzzQ0BBqWS3PKbwDyRkHb_k5BgbSTu.MCqauKfH1EPS5Cfn) | [Survey Research](https://drive.google.com/file/d/1JGzTEsBkUYv7kqAihS58gEDFXGCbF7lD/view?usp=sharing) | PA #3.5 revision due; Discussion Case #4 due the day before; [Qualtrics homework](https://drive.google.com/file/d/1jPW_RbbvxVaFvNdg2MPFl-vrLZRnNDjh/view?usp=sharing) published | Ch. 7 |
| [Tue,02-16](https://umsystem.zoom.us/rec/share/ZxGNJhHPYI8F3GW-3uKf3DAUyCevproVsieuUawHbsxFXEM4lWyV9LDHVkCjS1Dt.LMDVmsKV72teKx7l) | [Measurement; Questionnaire Design](https://drive.google.com/file/d/16VWjWWXisS_RqA_SK6G0tGlZxfKQIC1M/view?usp=sharing); [additional practice on level of measurement](https://drive.google.com/file/d/1XfzJYDVwOOrM6Ucd7zKELZpNLS1s8NzY/view?usp=sharing) | [Discussion Case #5](https://mailmissouri-my.sharepoint.com/:p:/g/personal/ylb3c_umsystem_edu/EdlFxGnQUbtKtSd3-t7YqAABF0JLAK98UBQOGHy30qJUOg?e=Va6KKS) due the day before; level of measurement quiz published | Ch. 8 |
| [Thur,02-18](https://umsystem.zoom.us/rec/share/G-jEGk5weNKiVg-i2weNElJLN8g6TMj0aU41a7KPEv1zhTS_eHkmkstO2ATuiAfE.d4s0Q6L5BHe72Em3) | [Questionnaire Design II](https://drive.google.com/file/d/1pi9Veuq1OemA0XF_NFQ3_nwlszIVkIDo/view?usp=sharing) | PA #4 |  |
| Tue,02-23 | Questionnaire Analysis | level of measurement quiz due; |  |
| Thur,02-25 | Project Meetings - Questionnaire Analysis | PA #4.5 revision due; Qualtrics homework due; |  |
| [Tue,03-02](https://missouri.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=f1f2c408-7e10-416d-9458-acdd01881e65) | [Sampling](https://drive.google.com/file/d/1R3Pbp5nr2QmRdh22UdDCk9Y_LtHY1G9n/view?usp=sharing) | [Discussion Case #6](https://mailmissouri-my.sharepoint.com/:v:/g/personal/ylb3c_umsystem_edu/EUg3eDq5fb9Eo3kaksvQhiMBBIsV2NZ3Nre1RFdUgyGE5A?e=lnD9QV) due the day before; | Chs. 9, 10 |
| Thur,03-04 | [Exam review](https://docs.google.com/document/d/1bNRVKFa1oZDth_KkG99lXICI4Yo-WJk51BgPQDFCpeI/edit?usp=sharing) |  |  |
| Tue,03-09 | First Exam |  |  |
| [Thur,03-11](https://umsystem.zoom.us/rec/share/BRlpqGA27crQt4MZSukE9K28gw5Wlkj_bfdBZlj3o-9XCRYU6v4qmj4l2cTnwE9w.cy3abUE7zGtx0OPD) | [Descriptive Statistics (means, frequencies, crosstabs)](https://drive.google.com/file/d/128nJxj9V3o4HOVajncStfItfAEcNjPPo/view?usp=sharing) |  | Ch. 11 |
| [Tue,03-16](https://umsystem.zoom.us/rec/share/2jsS9AV0WhM9DcsdwD7-dgrbH8X6wLqr3sLhYSCVHh4xzE7M8-vz66A9JN9rdjZi.-xVVJ-e4VigvCj8q) | [Data Analysis Plans](https://docs.google.com/document/d/1ekisYs5uxsxSzOZwJSe-v04ITffQ0fsSl6HXIEZA5X8/edit?usp=sharing) | PA #5 | pp. 287-301 |
| [Thur,03-18](https://umsystem.zoom.us/rec/share/SPc8ZMoVXrR6g8nBadwhiZlIt1wANCffvxNjXbC-ScpWrYOOEOtApdEH7rISVAho.bVzMtx7Hw9VfQwoQ) | Difference RQ on [Qualtrics](https://drive.google.com/file/d/128nJxj9V3o4HOVajncStfItfAEcNjPPo/view?usp=sharing) | PA #6 |  |
| Tue,03-23 | Descriptive Analysis I |  | Ch. 13, 14 |
| Thur,03-25 | Descriptive Analysis II | PA #7 |  |
| Tue,03-30 | Spring break |  |  |
| Thur,04-01 | Spring break |  |  |
| [Tue,04-06](https://umsystem.zoom.us/rec/share/e3zfVmgYRY8WIm6W9J4-d287Se8vRw-hQ5W5wsVJX7HHmu4ex2QuVMr5H1YKshq4.m87pCV3C0oVmiEF-) | [Confidence Intervals](https://docs.google.com/presentation/d/1ULCZ10pAFGsPudt-qG48lplAVPz97ZtjDaWo6cFKyQ4/edit?usp=sharing) | Discussion Case #7 due the day before |  |
| [Thur,04-08](https://umsystem.zoom.us/rec/share/gwBlMJ_skfYMlmIoYtSD5i9A8BhqnkGlm95_a98QesL_z3DiAoSMX1qXcJ6bIJOM.mwqZL5VzVLqaS7YS) | [Independent t-test](https://docs.google.com/presentation/d/1_n-o1003JWET2Lq5OUB8ykG7VCwbq4TP2tqaP0oNAyY/edit?usp=sharing) |  |  |
| [Tue,04-13](https://umsystem.zoom.us/rec/share/ayV3whwljJo5dMJdcAMyNSGDprjQiKpsH068XzNpxjcoab20fRO1MnLQkpZxk1M.Vz8WpkPN4DgrGORZ?startTime=1618323812000) | [Two-way Chi Square](https://docs.google.com/presentation/d/1_n-o1003JWET2Lq5OUB8ykG7VCwbq4TP2tqaP0oNAyY/edit?usp=sharing) |  | Ch. 16 |
| [Thur,04-15](https://umsystem.zoom.us/rec/share/V33puRkEaTgQkVkoY_-V2omNQXomK896jr5yWL28iFGgfKUaWbzJyQOeoLQ2V726.DtCRGyIVWiKMEJKZ) | [Correlation and reading stats program](https://docs.google.com/presentation/d/1EkuwNUCitoKS58WI_xz55WRwZ9bMmVCuPZIM8wkphkA/edit) |  |  |
| [Tue,04-20](https://umsystem.zoom.us/rec/share/jJLQehWrLbe_ZbsjqSv7eCZEoj4adwfdkXtHRPiOFSSEdJM2b24oaOPXFInvYb83.MvLznULps2NmRyhu) | [Statistics review](https://docs.google.com/presentation/d/1u27KCA9f-bs9EXGHchXQCCY1AI8iBCHNfCuBKUmMzPk/edit?usp=sharing) |  |  |
| Thur,04-22 | Final E[xam](https://docs.google.com/presentation/d/1u27KCA9f-bs9EXGHchXQCCY1AI8iBCHNfCuBKUmMzPk/edit?usp=sharing) |  |  |
| [Tue,04-27](https://umsystem.zoom.us/rec/share/5wIB6DOSL7iaRonqfztPFciOqwcnwoBBdY32SbTTXotJeP76Q1qihvpVpxzZYJU.G7Zo6_IwpPIIhbS3) | [Guest speaker](https://docs.google.com/presentation/d/1rI9TEDo_l9_gk6TcSs-1RNHzC65T856o6jeLb8dS9_0/edit?usp=sharing) | Senior Director from Bed Bath and Beyond |  |
| [Thur,04-29](https://missouri.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=18edc25f-7ed4-45f4-925d-ad170160d586) | [Presentation and final report preparation](https://docs.google.com/document/d/1ekisYs5uxsxSzOZwJSe-v04ITffQ0fsSl6HXIEZA5X8/edit?usp=sharing) | PA#8 |  |
| Tue,05-04 | Group work |  |  |
| Thur,05-06 | [Presentations](https://docs.google.com/document/d/15P8bHYcZ5shXgm6F2nqEfhUCn_GbDkQsEE-M41pcWm8/edit?usp=sharing) | PA #9 due the day before; PA #10 |  |
| Tue,05-11 | [Final report due](https://docs.google.com/document/d/1ekisYs5uxsxSzOZwJSe-v04ITffQ0fsSl6HXIEZA5X8/edit?usp=sharing) | PA #11 & PA #12 |  |

**Additional Policy and Information**

**IClicker Reef**

Please create an account on iClicker App in Apple or Android store with your full name on the Myzou. If you don’t have a smart phone, you can do so through desktop version.

Once you have successfully downloaded the app and signed in, search for “University of Missouri Columba”

Then search for “**Marketing Research 4050 - Lin Session”** for your course.

Click **“Add Course”.**

You attendance, in class participation, and quiz will be done through the iClicker.

**Attendance, Participation, and Professionalism**

To meet the course objectives and effectively help your group in carrying out the term project, it is essential that you come to class and be a frequent contributor to class discussions. For these reasons, attendance is **required** and you are expected to participate in class discussions. An absence will result in a loss of class participation points except in cases of illness. To be excused due to illness, the student must either notify the professor of the illness, and provide the instructor with a doctor’s note. Both quality and quantity of contributions are considered in assigning the class participation grade**. Important Note on attendance:** everyone has two absences. After that each absence will cost you 50% of the attendance score unless excused by the professor. Thus, **on your four absences**, all your attendance points will be gone. For example, when you miss two classes, your attendance won’t be affected. when you miss the third class, you attendance point is now only 7. when you miss the fourth class, you will receive 0 in your attendance point.

Your participation points are recorded by **iClicker in class polls**.

Students who are late to class will be marked absent. The start and end times for the class are determined by the classroom clock, not the time on students’ phones.

Students are expected to act in a professional manner during the class. 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. When we do the online class, make sure to open your **webcam** and mute your **microphone**.

**Examinations**

Examinations will consist of multiple choice, short essay questions, and 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. The client’s evaluation of group performance will also be considered when assigning the project grade. 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 fired from group. In such instances, the fired 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 fired group member may appeal this decision to the instructor in writing, but must do so within four calendar days of notice of dismissal.

**Assignments**

Unless otherwise indicated, assignments are to be turned in using Canvas and are due before class begins. Late assignments are not accepted except in cases of verified illness or emergency.

***Project Assignments*** (PA) are described immediately following the syllabus. They are to be completed by group members and turned in on the due dates shown.

To be considered, any requests to re-grade an assignment must be made within one week after the grade has been posted on Canvas.

**Case Exercise (CE)** are listed on canvas, they are designed to help you practice what you learn from the book and the classes. Everyone should work on them. One team will be assigned to present and lead the discussion.

**Qualtrics homework**

After I give you an introduction of the Qualtrics software in class and show you some examples, I will assign one Qualtrics homeworks. You are ***not supposed to*** discuss this homeworks with each other or any other student and it has to be your individual work. Detailed instructions will be provided and you can use computers on campus or your own computers to do the assignments.

**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.

**Policy on discrimination**

*We have* ***no tolerance*** *for discrimination or acts of hate in our community and encourage robust, respectful dialogue and interactions. No matter where you come from, no matter your race, gender, identity, preference or idea & perspective, we all come together to learn, and everyone deserves to be treated with respect and to thrive. If anyone experiences discrimination or harassment, we encourage them to report it to our campus* [*Offices of Civil Rights and Title IX*](http://emclick.imodules.com/ls/click?upn=miwNwbt2glKqKDpa843t2PqCw6Z2-2FloKo4MLYdnCsm1RL5FpdQI6MONcV1kwRUAWZgnPYIeb0ItyIz6u1VqJD75Q-2FKIkO-2FslqCoX2esXA81wbJcsc9HBMDKKRagkgyhAQjGhs58mmpBD-2Bppsk5dRVA-3D-3Ds9mA_NoWNYCF5AaJs703hnvgKfCYW-2FpcU7CNf-2BEHI8OrS01khskDPxt7T8-2FYlOapUi3l5X0k-2BkHTk1DDMe-2BkcVd3mAvsmFYAxh5lXrw-2FyGCVwE0ly3DV8jFrYLVuGx9FQmNBLQwNfP27h2-2B7yf1YrTrdipcP3QOb-2FYcSbAGYDSsFOYuQhFT0yEVJTaoVmf01L38aIxlZH2jwGyDyb3J3cbBmSV9BXze3bOGY0k-2BAeHbiFsLFtHjFX6B-2Ft-2FgLhXYdjqqjCemmjnZcbzTypXfucpuTvjHeJ1q0SImAjRsSbj5g2BJSjjYOvBmV9lLDKz9dyyXKRV-2FqdDpdpL9TjcwnlmUSGdPjzUTxmcwAqKz54HDtoPEGeleo50ZThzdOLlHtDt-2FsXT8YyvM4t8FUUgjk8FLjNT10yM7s5GGFdvX6VesdVQdI7ds2FmuQfghI0FFzBZYt34WAVnimuIOm-2B-2BS5qnkMpTc2OknaATVxpWy2hgebqOiv4IWlqiijZ-2Bob4GDAPRsvc) *at civilrights-titleix@missouri.edu.*

**Decreasing the Risk of COVID-19 in Classrooms and Labs**

MU cares about the health and safety of its students, faculty, and staff. To provide safe, high-quality education amid COVID-19, we will follow several specific campus policies in accordance with the advice of the Center for Disease Control and Boone County health authorities. This statement will be updated as information changes.

**• If you are experiencing any COVID-related symptoms,** or are otherwise feeling unwell, do not attend in-person classes and contact your health care provider and/or student health immediately. COVID symptoms include: fever greater than 100.4 or chills; cough, shortness of breath or difficulty breathing; fatigue; unexplained muscle or body aches; headache; new loss of taste or smell; sore throat; congestion or runny nose; nausea or vomiting; diarrhea.

• We will all wear **face coverings while in the classroom**, unless you have a documented exemption due to a disability or medical condition.

• We will maintain a **6-foot distance from each other at all times** (except in specific lab/studio courses with other specific guidelines for social distancing).

• We will enter the classroom and **fill the room starting at the front, filing all the way across a row**. When class ends, we will exit the row nearest to the door first; the instructor or TA will give the signal for the next row to exit, in the same manner.

• In any small section or lab class that requires them, **additional measures will be listed in the syllabus and be mandatory for class participation**.

• Online office hours will be available for all students.

Compliance with these guidelines is required for all; anyone who fails to comply will be subject to the [accountability process](https://accountability.missouri.edu/accountability/conduct-process/), as stated in the University’s [Collected Rules and Regulations](https://www.umsystem.edu/ums/rules/collected_rules/programs/ch200), Chapter 200 Student Code of Conduct.

If an instructor has concerns about how a student is following COVID-19 policies and protocols, please report those concerns to the Office of the Dean of Students. You can fill out a COVID Safety Measures Reporting Form here:<https://cm.maxient.com/reportingform.php?UnivofMissouriSystem&layout_id=38>

By taking the above measures, we are supporting your health and that of the whole Mizzou community. Thank you in advance for joining me and your peers in adhering to these safety measures.

[Auto-access Trouble Shoot](https://docs.google.com/document/d/1bB2YAhNu4EkjTHmXz9L3wtPjF0arQdGJlskSZEO_EIE/edit?usp=sharing)