**SCHEDULE – MRKTNG 4050**

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|  | **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 | **First Exam** |  |  |
| 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 | **Second Exam** |  |  |
| 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 refer  to chapters in the textbook. | | | | |
| \*Skip pp. 231-233 in Ch. 15; refer to the Canvas document titled Response Rates to replace this material. | | | | |