



**Marketing Research
Fall 2016**

Professor: Myles D. Garvey
Office: **Virtual Office (10:00am – 12:00pm Fridays)**
Email: fdumr2016@gmail.com
Office Hours: Before and after class, or by appointment
Classroom: Dickinson Hall, **Room 1165**
Time: MW, 12:50 – 2:05 P.M.
Course Web Page: <https://www.facebook.com/groups/147247772387313/>

Textbook (Required):

Marketing Research (7th ed). Alvin C. Burns; Ronald F. Bush, Prentice Hall, 2014. ISBN-10: 0133074676. ISBN-13: 9780133074673

Course Description:

Course is designed to expose students to the theory and practice of marketing research. Beginning with an overview of the marketing research process, this course provides students with the skills to identify and solve marketing problems. The concepts will be reinforced by requiring students to define a marketing problem, identify the data requirements, gather and analyze data and make marketing recommendations based on the findings.

Course Format:

The course will consist of a combination of lectures, class discussion, case studies and videos. The lecture/discussion component will be devoted to presentation and discussion of theories, concepts and analytical techniques. Several videos and case studies may also be used in lectures to connect the theory to real-world application. Students are expected to take notes during videos and engage in discussion after. Sessions are accompanied by assigned reading materials from the text (see the schedule below).

The text serves as background information for lecture and casework. Students are **expected to read** the corresponding notes and text **before** each class.

AoL Statement:

Currently, the Silberman College of Business is one of just five percent of colleges or universities in the world accredited by AACSB International (the accreditation body for business schools). Achieving accreditation signals to students, employers and recruiters that the college is committed to quality education and strives for continuous improvement. To maintain accreditation we need student participation. Specifically, in some classes this semester you may be asked to upload a class assignment for AACSB purposes through Webcampus. In some classes, you may have the oral presentation recorded. We appreciate your cooperation in maintaining our important accreditation.

Policies:

- Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous and WILL result in you being thrown out for the remaining time of the class. I cannot be more clear on this. If this is a continued pattern, this will result in you receiving an F for the course.
- Important announcements will be made on the Facebook Group Page. Once the class begins, you have a week to join the group. Friendship of me is not necessary. If you are uncomfortable using your personal FB account, create a new one specifically for the class. Otherwise, I recommend you change your privacy settings so as to not display any information that would show up on my news feed (not that I snoop around, but I care about having your privacy protected). If you elect not to use FB, you will be limiting your ability to get important announcements AND access to supplemental course material. While many of you have different Facebook names than your actual names, I will be posting a link on Blackboard which will ask you to provide your Facebook name so I have a 1 to 1 map of who I am conversing with as well as who is posting material.
- Final course grades are final. Let me repeat this. Final course grades are final! Changes will only be made if there is a mistake in the calculation of the final grade, but legitimate evidence suggesting the contrary must be presented to the professor. “Legitimate” constitutes the use of the professor’s calculation in grade mismatching with the grade received. See below for more detail. It does NOT include a mistake made on a particular assignment, exam or project.
- Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated. Please let me know IMMEDIATELY following the first lecture.
- As you may know, it is against university policy to cheat. It is a very serious violation of academic integrity. I am here to help you, but I cannot do so if you are not putting effort into your work. Please note that if cheating of any kind is observed in/out of the class, you will be reported to a higher authority in accordance with university policy on academic dishonesty. Cheating includes working in groups on individual projects/assignments, copying off other exams, breaking outlined policies for exams or projects, etc.
- If you feel I have made a mistake grading an assignment or exam, please inform me and we can set up a meeting to discuss it. The general procedure for this is to first email/facebook me with your concern and the exact reason as to why I have made a mistake. I will then review your assignment or exam and determine if a mistake has been made. If none has, then that is the end of the line and your grade will remain the same. If it is determined that a mistake was made, I will adjust it. Please note, that mistakes I may have made on assignments and exams MUST be brought to my attention at MOST one week after return. After that one week, your grade CANNOT be contested and will remain as is.
- I have set up an email account through Google specifically for this course. Any emails directed to me to any other email other than the one listed on this syllabus WILL be ignored. I get hundreds of emails a day, and as such, I have a tendency to ignore many of them until later. However, if you contact me through the email provided on this syllabus, you will receive a response in less than 12 hours.

- I offer extra credit opportunity through Facebook posts. Please DO NOT ask me to provide any additional opportunity. Such opportunity will not be granted regardless of the situation or scenario posed.

Evaluation:

Work	Percent
Blackboard Weekly Assignments (14 of them)	0.25% each (24.5% Total)
Midterm Exam	25%
Attendance	10%
Final Exam	25%
Project	15.5%
Total	100

Final Grades:

Number Range(inclusive-exclusive)	Grade
93.00 – 100.1	A
90 - 93	A-
87 - 90	B+
83 - 87	B
80 – 83	B-
77-80	C+
73-77	C
70 – 73	C-
60 – 70	D
<60	F

Attendance

All students are EXPECTED to be present during our weekly classes and must participate. I understand that things come up and sometimes you cannot make it to class. With that said, I am only requiring you to show up and participate for 24 of the 28 non-exam day classes. Which means, you can choose to take 4 classes to yourself. BE ADVISED. I DO NOT RECOMMEND SKIPPING CLASS! Attendance is taken right before class ends. If you show up PAST this time, or leave before it, your attendance will NOT be counted. In addition, if you miss more than 4 classes, including you four “free” misses, then you will have a total of 20 points deducted from your final grade. SO PLEASE ATTEND CLASS! The only exception to this is if a medical emergency comes up. In this case, you must provide to me evidence of such an emergency which can be confirmed (a doctors note, etc).

Blackboard Assignments

You will be assigned 14 blackboard assignments, each worth 0.25% of your final grade. Each assignment ranges from 10 – 25 questions depending on the assignment. Each one is multiple choice. You are given ONLY one chance to submit. You can, however, start and save your work to finish at a later time. Once your assignment is submitted, you cannot resubmit, so be sure that you marked your intended answer. In addition, I will not be held responsible for you not submitting. I also will not be held responsible if you accidentally submit too early! If a grade does not show up on my end, that means you did not submit. Please ensure you reach out to me 24 hours BEFORE the assignment is due to check if it was properly submitted.

Multiple choice questions are graded automatically. Partial credit is NOT given. You either get it incorrect or correct. Each question is worth $(100/(\text{total number of questions}))$. While it is multiple choice, you still must go through the work (after all, how else can you get the correct answer?). By randomly guessing, you're only doing yourself more harm than good. Please. PLEASE. Make sure you start assignments EARLY. These are NOT easy and WILL take a lot of time to complete. Starting them early will ensure that you get the work done in a proper amount of time. Just a friendly word of advice, I write all of the questions myself. Therefore, trying to Google them to find the correct answers will only be wasting your time. Therefore, instead of attempting to find answer keys, try to work through the problems!

Project

Part of your grade is a class project. Depending on the size of our class, everyone will break up into groups. The way in which groups will be determined is for you to “find a buddy”. Pairs will then be assigned to groups. This way of group assignment will allow you to work with someone you may already know, but also allows you to learn how to work with others you may know little about.

On the first week of class, we will assign groups. You are expected to do some work for the project every week, although I will not test you on this and you are fully responsible for delivery on deliverable dates. On the second week of class your project ideas will be assigned to you. You are free to pick an idea so long as you consult with me first. Otherwise I will randomly assign projects to you. Rubrics for project grading will be posted on the second week of class.

Office Hours

Office hours are held during the days and times specified above. Please note that I **DO NOT** have a physical office or location. I (mostly) hold virtual office hours. The platform I use is Google Hangouts. I will be logged into a hangout during these hours and the link will be provided on the Facebook Group Page. Please ensure, at the beginning of each semester, that you have the Google Hangout plugin properly installed on your computer.

If you prefer to use a mobile phone, please ensure you have the Google Hangout app installed. If for some reason you absolutely need to meet in person, the only times I can do so are before class meetings. I must be informed via email of such an appointment at least 3-days before a class meeting. Please note that I cannot meet in person every single week and cannot guarantee a meeting if one is requested, but I will try my hardest to ensure we meet in person.

Communication Blackout Period

While I encourage everyone to reach out to me if you are stuck on material or assignments, please understand that I am available only during a specific set of hours. If you reach me outside of office hours, I may not return your message until the those hours. You are free to try and reach out during the outside hours. If I am available, I will return your message. However, there is no guarantee that I will return your message until the next office hour session. So please be aware of this.

In addition, I have a **strict** 24-hour blackout period. What this means is that before an assignment or exam is due, if you reach out to me regarding either of these, within 24 hours of the due date, I will not respond until after the due date. The reasoning is simple: you should be starting the assignments as early as possible. If you chose to wait until the last minute to start it, then is not my responsibility to help you in this event. I am more than willing to help guide you through material, but only if you show me you are putting effort into the work early. Part of the effort is measured by how early you begin assignments or studying for exams.

Note that this also applies to the submission of assignments. If you chose to submit last minute and are worried that for some reason it did not submit properly, then you should reach out to me at least 24 hours before the assignment is due. If you submit past that time mark, I will not respond to your inquiry. For both assignments and exams, I highly encourage you to keep track of your responses on paper in the event that the system goes down. This way, you at least have a record of your answers.

Exams

There will be two exams, the midterm and final. Each will be worth 25% of the final grade. You will be allowed the full class time to complete the exam. Make-up exams are not encouraged, however if it is absolutely necessary to miss an exam, notification must be given BEFORE the exam in a written form at a **MINIMUM** of two weeks prior to the exam. Failure to inform me anytime less than two weeks prior will result in a 0. The **ONLY** exception is if it is some form of medical emergency and the proper documentation must be presented. Otherwise a make up exam will not be allowed. Any makeup must be completed before the exams are returned to the class, which generally will be the session following the exam.

Exams will be through Blackboard. Please ensure that you have either a laptop or an iPad or tablet to take the exam. If you don't have this, then let me know early so we can work out an arrangement. The mid-term exam is a take-home exam and you are given three-days to complete it. Please DO NOT start it at the very last minute! Once the due date passes and your exam is NOT SUBMITTED, you will receive a 0. In addition, working in groups is NOT ALLOWED. I will trust that you work on the midterm exam independently. If I find evidence of cheating off of others, both students will receive a 0 and be reported to the university for violation of academic policy. Suggestions for studying for the exam: Attend the class, listen to in class discussions, read the book chapters and DO PROBLEMS!

Microsoft Excel

This course will be using Microsoft Excel/Open Office/Google sheets. Please ensure that you have one of these installed. I personally will be using OpenOffice Calc or Google Sheets during lectures, assignments and in the notes. The concepts all carry over into Excel. I will show you the

equivalent tools in Excel and how to use them. If you want to follow along exactly with me, you can download Open Office. We will cover some of the basics in class just in case you have forgotten a thing or two. After the review session, I expect you practice in it, since we will be having quite heavy usage of it in this course.

Facebook, Communication with Professor and Extra Credit

I try my best to remain in consistent and constant contact with all of you. As such, I want to be very VERY clear on this. My two primary sources of communication is Facebook and Gmail. You have a specific email for this course (see above). If you email me at any other email, you will not get a response. In addition, while I can communicate via email, **ALL** class announcements will be posted on Facebook. Please note that Blackboard or any other tool may NOT be used to post announcements. What does this mean for you? It means if you have a Facebook account, you must join the Facebook Group. I HIGHLY encourage you to adjust your privacy settings if you do not wish to have your content show on my news feed. If you still feel uncomfortable adding me as a friend, open up a separate account. EVERY student is required to have Facebook. If you have never used it, open an account and start using it.

I highly encourage you to reach out to me over FB messenger RATHER THAN email. My reasons for this are (1) I will be much more inclined to answer questions more quickly. A conversation can easily answer your questions in 5 minutes versus us playing email tag which can take over 5 hours. (2) I have a solid record of who I am in communication with, which means I am able to see more easily who is struggling and who is not, and how to properly adjust class lectures to adapt to the dynamics of the class. (3) Most of you have Facebook and are probably on it more often than your own emails.

As such, Facebook will be used as this course's primary communication and supplemental learning medium. I will post articles and videos related to the lecture that I recommend you read/watch. Please note that if you FB Message me, I may not get back to you that instant depending on what time of the day it is. Be patient, but if I don't respond within 12 hours, be persistent. If I haven't gotten back to you in less than 12 hours, that means I most likely looked over your message by mistake. In other words, "bug the heck out of me" until I answer in this case.

If you wish to do so, you are welcome to share articles and videos which will help advance the learning experience of the course. By every post you write or video you share on my wall, you earn 0.1 extra credit points on your FINAL grade (up to a MAX of 3 points (aka 30 posts). You only have 15 weeks, which means you need to write 2 posts a week to get the full 3 points. There is A MAX of 2 posts per week (A week is considered to end on Sunday and the new week is considered to begin on Monday). Any over this will NOT be counted. At the end of the semester I will tally up all the posts and tack on the extra points you earned. The submission time frame is from September 5th 12:00am to December 19th 12:00am. In addition, the posts MUST be relevant to the course. Questions about exams, tests, or anything in general do NOT count.

A word of caution. While I want to encourage ACADEMIC debate and argumentation, I highly DISCOURAGE illogical and irrelevant material that is posted. Please stay away from hot topics that are politically motivated (gun control, abortion, race issues, climate change, elections, etc...) These have nearly nothing to do with our course. If sharing of any articles that pertain to a political topic is performed, your post will be removed and you will be warned. Even IF the post contains something relevant to a lecture, if it has reference to anything political or anything

controversial, I will remove it. Do it more than once and you lose any and all opportunity for extra credit. I want everyone to have RESPECT for everybody's perspective. However, this is an apolitical course, and NO political material should be present on my wall from students. Respect each other and learn from each other!

Virtual Class Sessions

There may be times where I will need to cancel class due to personal emergencies or conflicts in scheduling. These will be rare. If I need to cancel class for any reason, I will let you know at least 1-hour before class begins. Please be sure to have alerts from Facebook set up on your phones or emails. Class cancellations will be posted through Blackboard, Facebook and Email. Please keep an eye out for messages from me. I will not be held responsible for you missing an important announcement.

Canceled classes will be made up via Virtual Session on Google Hangout. Many of these will be held during the same time and day as class was scheduled to be. Typically the only reason I cancel class is due to illness (I don't want to spread my germs!) or something has come up in my personal life that has thwarted my ability to physically be there. Therefore, I try to do make-up sessions during the same canceled time and day. Your attendance will be counted! So please, make sure Google Hangouts is working properly!

Tentative** Course Outline

Date	Class Number	Topic	Due Dates	Notes
8/29/2016	1	Course Introduction		
8/31/2016	2	Introduction to Marketing Research		
9/5/2016		Labor Day (No Class)		First Assignment Posted
9/7/2016	3	The Marketing Research Industry (In-Person Meeting Moved to Virtual Session)		
9/12/2016	4	The Marketing Research Process	First Assignment Due	Second Assignment Posted
9/14/2016	5	The Marketing Research Process		
9/19/2016	6	Research Design	Second Assignment Due	Third Assignment Posted
9/21/2016	7	Research Design		
9/26/2016	8	Secondary Data	Third Assignment Due	Fourth Assignment Posted
9/28/2016	9	Evaluating Survey Data Collection Methods		
10/3/2016	10	Evaluating Survey Data Collection Methods	Fourth Assignment Due	Fifth Assignment Posted
10/5/2016	11	Measurements		
10/10/2016	12	Measurements	Fifth Assignment Due	Sixth Assignment Posted

10/12/2016	13	Questionnaire Design		
10/17/2016		Fall Break (No Class)	Sixth Assignment Due	Seventh Assignment Posted
10/19/2016	14	Sampling		
10/24/2016	15	Determining Sample Size	Seventh Assignment Due	Eighth Assignment Posted
10/26/2016	16	Fieldwork and Data Quality Issues		
10/31/2016	17	Fieldwork and Data Quality Issues	Eighth Assignment Due	Ninth Assignment Posted
11/2/2016	18	Descriptive Analysis		
11/7/2016	19	Descriptive Analysis	Ninth Assignment Due	Tenth Assignment Posted
11/9/2016	20	Population Estimates		
11/14/2016	21	Hypothesis Tests	Tenth Assignment Due	Eleventh Assignment Posted
11/16/2016	22	Basic Difference Tests		
11/21/2016	23	Basic Difference Tests	Eleventh Assignment Due	Twelfth Assignment Posted
11/23/2016		Thanksgiving Break (No Class)		
11/28/2016	24	Association Tests	Twelfth Assignment Due	Thirteenth Assignment Posted
11/30/2016	25	Association Tests		
12/5/2016	26	Regression Analysis	Thirteenth Assignment Due	Fourteenth Assignment Posted
12/7/2016	27	Regression Analysis		
12/12/2016	28	Review for Final	Fourteenth Assignment Due	

****This schedule may be amended or changed at any time as necessary based on the Professor's discretion****

Syllabus Agreement

The undersigned agrees that they have read, in full, every page, paragraph and word of this syllabus and understands the policies, terms and conditions of this syllabus and this course. Furthermore, the undersigned agrees that this syllabus is subject to change by the professor of this course due to extreme or unpredicted circumstances. Changes may include the course schedule, grading distribution, policies or assignments and exam structure. These changes only occur with justified reasoning given to the undersigned through the forms of communication mentioned in this syllabus or in-person in class. The undersigned understands that any announcements made in class possibly may not be posted to any digital interfaces and agrees that such announcements will be received from other students or with questions to the professor. The undersigned also agrees that they understand the structure of this course and will not hold the professor responsible for a lack of understanding of any of the terms and conditions laid out in this syllabus. This page is to be signed and dated and returned to the professor via Blackboard.

Name (Print): _____

Signature: _____

Date: _____