Fall 2018

MKTG 320-01 (10626)
Marketing Research
TR 10:50-12:05 pm; ECTR 109

Professor: Dr. Julia Blose
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Email: blosej@cofc.edu

Office: JCLong 330
Office Hours: 12:15 – 1:30 p.m. TR,
3:00 – 3:45 p.m. TR,
and by appointment.

Course Materials:


Optional: During the course, we will be using IBM SPSS Statistics software. Students may download a free copy of CofC’s student version by contacting Helpdesk (helpdesk@cofc.edu). Alternatively, the software is available to students on the computers in Addlestone Library. Also, if you prefer to purchase a copy for your own computer, 6-month student licenses are available at: http://studentdiscounts.com/spss.aspx?gclid=CPydj-WkxMQCFU4V7Aod1DAAiQthe

Course Prerequisites: DSCI 232, MKTG 302, ECON 201 and 202 and at least Junior standing.

Course Description/Objectives: This course develops an appreciation for the complexities of marketing research: planning, implementing, analyzing and dissemination of results.

The objectives of this course are:
1. To develop a sense of organization, purpose, ethical considerations, and caution in planning and carrying out projects designed to generate information for use in marketing decisions. The scientific process will be stressed.
2. To familiarize the student with a variety of popular techniques used in the collection and analysis of marketing research information and to develop proficiency in their use and interpretation.
3. To have the student gain perspective and practice in applying techniques and reporting findings through an outside research project conducted under the supervision of the instructor.
4. To present students with the opportunity to interact in a group project requiring team work to attain the optimal outcome.

School of Business Learning Goals: The School of Business Learning Goals that apply to this course are:

1. Global and Civic Responsibility: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge. For example, students will complete human subjects protection certification training targeted towards ethical and legal requirements for working with human subjects. Students will demonstrate proficiency through class discussions and passing the certification test.
2. Intellectual Innovation & Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems. For example students might explore how issues
may be translated into research projects. This could be demonstrated in group discussions or individual assignments.

3. Quantitative Fluency: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge. For example, students will analyze data using statistical procedures and draw conclusions from the results obtained. This could be demonstrated in group discussions, individual assignments and a group research project.

4. Communication Skills: Students will demonstrate ability, via both in writing and orally, to effectively present, critique and defend ideas in a cogent and persuasive manner. For example, students will create and present a report from their group project. The thoroughness of the report and effectiveness of the presentation will be used to demonstrate proficiency.

Method of Instruction: Lectures, discussions and assignments. Any Powerpoint lecture material used will be made available on OAKS. It is the student’s responsibility to read chapter material prior to class. This will allow more in-class time for discussion and other activities. Assignments will be spread throughout the course.

OAKS: You may access our MKTG 320 class by logging into MyCharleston and clicking on the OAKS icon (this is found at the top right of your Academic Service page – the icon looks like an acorn). This will take you to the online class in OAKS. There are tutorials about using OAKS available. You will need to contact the CofC Helpdesk at helpdesk@cofc.edu or 843-953-3375 if you have technical problems logging in to the class.

Attendance: Attendance is imperative to achieve the fullest educational experience. It is critical to the individual's learning process that the student fully participates in class discussions, and this participation can only be done if the student is prepared and present for class. Attendance will be taken randomly. However, any graded work done in class cannot be made up and will be assigned a zero. The only exception is if the student has a documented excuse.

Course Requirements: Two exams, a group research project and individual as well as group assignments (some may be in-class and some out-of-class).

- Exams: Exams will be a combination of multiple choice and written answers. Each exam covers material since the previous exam.

- Assignments: There will be some in-class assignments and some out-of-class assignments. In-class activities will either reflect material recently covered in class or material that has been assigned but not yet covered. Out-of-class assignments will focus on strengthening understanding of certain key concepts. Some of these may be applied in nature.

- Group Project: The marketing research process involves:
  - Defining the problem and research objectives.
  - Developing the research plan for collecting information.
  - Implementing the research plan—collecting and analyzing the data.
  - Interpreting and reporting the findings

The group project will involve a research project that will encompass all four aspects of the process. More detail will be provided when we are ready to begin the project.
Policy on Making Up Missed Exams: In the event a student misses an exam, the student should provide documentation to the office of the Dean of Students (67 Glebe). Upon receipt of a verified legitimate absence, instructor will make a makeup exam available on Reading Day at the end of the semester. Unverified self-reported absences are not eligible for a make-up exam.

Special Needs Policy: Students needing accommodation for a disability should see the instructor within the first week of class.

Grade Determination:

Option A:
- Two examinations 60%
- Group Project (including project-related submissions over course of semester): 30%
- In-class & out-of-class work (including group topic presentations): 10%

Option B (if student obtains 80% on 3 G-Metrix practice exams for Certiport Excel Certification):
- Two examinations 55%
- Group Project (including project-related submissions over course of semester): 30%
- In-class & out-of-class work (including group topic presentations): 15%

Course Honor Code

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum – Maximum</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
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<tr>
<td>A-</td>
<td>89.5 – 92.4</td>
</tr>
<tr>
<td>B+</td>
<td>87.5 – 89.4</td>
</tr>
<tr>
<td>B</td>
<td>82.5 – 87.4</td>
</tr>
<tr>
<td>B-</td>
<td>79.5 – 82.4</td>
</tr>
<tr>
<td>C+</td>
<td>77.5 – 79.4</td>
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<tr>
<td>C</td>
<td>72.5 – 77.4</td>
</tr>
<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
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<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
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<tr>
<td>D</td>
<td>62.5 – 67.4</td>
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<tr>
<td>D-</td>
<td>59.5 – 62.4</td>
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<td>F</td>
<td>59.4 or less</td>
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Key Dates:

Exam 1              Tuesday, September 25
Fall Break          Tuesday, November 6
Final Project Due – All Groups Tuesday, November 13
Final Project Presentations Tuesday and Thursday, November 13 and 15
Thanksgiving Holiday Thursday, November 22
Exam 2              Thursday, November 29

Course Topical Coverage:

1. Marketing Research Process and Proposals
2. Secondary Data, Literature Reviews and Hypotheses
3. Exploratory and Observational Research
4. Descriptive and Causal Research Designs
5. Sampling: Theory and Methods
6. Measurement and Scaling
7. Designing the Questionnaire
8. Preparing Data for Quantitative Analysis
9. Basic Data Analysis for Quantitative Research
10. Communicating Marketing Research Findings
11. Basics of Visualization
12. Marketing Analytics and Big Data