MKTG 320  
Marketing Research  
Distance Education Course CRN: 30265, June 2 – July 1

Professor: Dr. Julia Blose  
Office Hours: email, phone or zoom appointment  
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Course Materials:


It is recommended students purchase the book directly through the “MH Campus” module in Oaks for the course.

Required Software: Internet browser (such as Safari, Firefox, Chrome, etc.), Adobe Acrobat Reader, Powerpoint Viewer, Microsoft Word and Microsoft Excel. During the course, we will also be using Qualtrics software. This software is accessible by students via the website: cofc.qualtrics.com.

Required Hardware: Computer with high speed internet access, sound card and speakers.

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 online 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 online 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 online group discussions, individual assignments and a group research project.

4. Communication Skills: Students will demonstrate ability to effectively present, critique and defend ideas in a cogent and persuasive manner. For example, students will create a report from their group project. The thoroughness of the report and effectiveness with which conclusions are presented will be used to demonstrate proficiency.

Method of Instruction:

This course is delivered completely online via Oaks which includes the link to the CONNECT MH Campus e-book from McGraw-Hill. You must have consistent access to the Internet. You will generally set your own schedule and participate in class activities at your convenience completing each requirement by the provided deadline (NOTE: The deadlines are set to EST). The course is a combination of lectures, readings, weekly quizzes and assignments, and a group project.

You may want to incorporate these tips to help you get started:

1. Set a schedule – Check the course website early in the class week to see what tasks you’ll need to work on for the week.
2. Team up with your classmates to discuss class assignments and questions you might have.
3. If you have unresolved problems, contact your instructor ASAP! Students can expect a response to emails within 24 hours (48 hours on weekends). Phone appointments or personal meetings may also be arranged. Please email instructor to schedule any appointments.

Note: Technical problems with Oaks should be directed to CofC’s Helpdesk at helpdesk@cofc.edu or 843-953-3375 and questions related to CONNECT can be resolved by contacting McGraw-Hill’s Customer Experience Group Support Center at: 1-800-331-5094. The hours of operation are: Sunday (11am – 1am); Monday – Thursday (7am – 3am); Friday (7am – 8pm); Saturday (9am – 7pm).

Course content will be made available in modules. Each module will open on Sunday at midnight. You will be expected to log in to the course website at least 3 to 4 times weekly. Computer failure/unavailability does not constitute an excuse for not completing assignments by the due date. Please remember the instructor can track your activity on the website so be sure to play an active and continuous role in the course.

Course Requirements: Weekly readings and quizzes, a group research project, assignments and participation.

- **Weekly Readings:** Readings correspond to the text/ebook chapter assignments in CONNECT and supplemental lecture/reading materials posted in Oaks.

- **Weekly Quizzes:** Quizzes will be a combination of multiple choice and written answers that may be accessed through CONNECT for the course. Each quiz covers material since the previous quiz and may be accessed only once.

- **Assignments:** Assignments will be given over the course of the semester. They will generally relate to material covered in a recent module. Timely completion of the assignments will be essential as a
number of them will serve as the building blocks for completion of the final course project. Assignments will be posted in Oaks and submitted via the Discussion Board or Dropbox as indicated in the assignment.

- **Discussion Forums/Participation:** Students will be expected to post some assignments directly to the Discussion Board and respond to others’ posts as indicated in the particular assignment. Failure to participate in class online discussions of such assignments on a timely basis will have a major detrimental effect upon the student’s participation grade.

- **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. (The FINAL PROJECT is due July 1, 11:59 PM EST). Groups should plan to email the final project to the instructor directly at blosej@cofc.edu.

**Grade Determination:**
- LearnSmart Reading Assignment in CONNECT 20%
- Weekly Quizzes on Readings in CONNECT 25%
- Assignments and Discussion Forum Participation 25%
- Group Project: 30%

**Grading Note:** Each component has a due date associated with it that is reflected in the course schedule. All requirements must be completed on time to receive credit.

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

**Honor Code**

In this course, while assignments and the project may be completed by collaborating with group members, quizzes should be done individually. 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. (Note: 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:**
- A 92.5 – 100
- A- 89.5 – 92.4
- B+ 87.5 – 89.4
- B 82.5 – 87.4
B-  79.5 – 82.4  
C+  77.5 – 79.4  
C   72.5 – 77.4  
C-  69.5 – 72.4  
D+  67.5 – 69.4  
D   62.5 – 67.4  
D-  59.5 – 62.4  
F   59.4 or less

Tentative Course Outline*
* Changes to the syllabus may be made to reflect the needs of the class.  
It is the students’ responsibility to stay aware of any changes made.

Week 1  
* Chapters 1, 2 and 3 (Introduction, Study Purpose and Corresponding Designs)  
* CONNECT Quiz

Week 2  
* Chapters 4, 5 and 7 (Quantitative Designs: Surveys, Experiments and Measurement)  
* CONNECT Quiz

Week 3  
* Chapters 11 and 12 (Data Primer, Basic Data Analysis, Descriptive vs. Inferential Statistics)  
* CONNECT Quiz

Week 4  
* Chapters 6 and 8 (Sampling and Questionnaire Design)  
* CONNECT Quiz

Week 5  
* Chapters 4 and 13 (Exploratory Designs and Communicating Marketing Research Findings)  
* CONNECT Quiz  
* Project Due: July 1 by 11:59 PM EST  
Project to be sent to instructor email address at blosej@cofc.edu.