MKTG 320-01 (13459)
Marketing Research and Consumer Insights
TR 12:15 – 1:30 pm
TCFE, Room 304

Professor: Dr. Julia Blose
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Office: Tate 309
Office Hours: 11:15 a.m. – 12:15 p.m. TR,
3:00 – 4:00 p.m. TR
and by appointment.

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. Excel is also available via CofC’s AppsAnywhere platform.

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

* Supplemental reading materials will be provided in Oaks.

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

Course Description:

A course that establishes the relationship between models, information systems and marketing decisions. The practical application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant marketing information will also be examined.

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.

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

- Weekly Lectures and Readings: Readings correspond to the text/ebook (i.e. Smartbook) chapter reading 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 will either be accessed through CONNECT or accessed in a module in Oaks for the course. Each quiz typically 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 course group project. Assignments will be posted in Oaks and submitted via the Discussion Board or Dropbox as indicated in the assignment. These will be in addition to the text/ebook chapter reading assignments in CONNECT.

- 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. It will be important to participate and post in class online discussions of such assignments on a timely basis.
• **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 GROUP PROJECT is due Saturday, December 10 by 1:00 p.m.)

**Grade Determination:**
Weekly Quizzes on Readings and Lectures  
(additional details on individual quiz weights are provided in Key Dates section)  
Smartbook Readings in CONNECT, Oaks Assignments and Discussion Forum/Participation  
Group Project

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

**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.

**Inclement Weather, Pandemic or Substantial Interruption of Instruction**

If the College of Charleston closes and members of the community are evacuated due to inclement weather, etc. students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructor may articulate a plan that allows for supplemental academic engagement despite these circumstances.

**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

Key Dates: (subject to change)*

I. Quizzes:
   Week 2 - quiz 1.1 (10 points)
   Week 3 - quiz 1.2 (10 points)
   Week 4 - quiz 1.3 (10 points)
   Week 5 - quiz 1.4 (10 points)
   Week 6 - quiz 1.5 (60 points)
       100 points total
   Week 9 - quiz 2.1 (60 points)
   Week 10 – quiz 2.2 (20 points)
   Week 11 – quiz 2.3 (20 points)
       100 points total

II. Group Project Due: Saturday, December 10 by 1:00 p.m.

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 (Surveys, Experiments and AB Testing)
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 Findings
11. Exploratory Data Analysis/Segmentation
12. Data Visualization
13. Predictive Analytics and Regression

Mental & Physical Wellbeing:
At the college, we take every students’ mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to student health services (843.953.5520). And if you find yourself experiencing any mental health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling Center (professional counselors at http://counseling.cofc.edu or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting "4support" to 839863, visit http://counseling.cofc.edu/cct/index.php, or meet with them in person 3rd Floor Stern Center). These services
are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

**Food & Housing Resources:**
Many CofC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support ([http://studentaffairs.cofc.edu/about/salt.php](http://studentaffairs.cofc.edu/about/salt.php)). Also, you can go to [http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php](http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php) to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need.