MKTG 320-01 (20562)  
Marketing Research  
TR 1:40 – 2:55 pm

Professor: Dr. Julia Blose  
Office: email, phone or zoom appointment
Phone: 843-452-7605  
Office Hours: 3:00 – 4:00 p.m. TR, 1:00 – 4:00 W and by appointment.

Email: blosej@cofc.edu

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 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:

This course is designated as online with synchronous meetings via Oaks which includes the link to the CONNECT MH Campus e-book from McGraw-Hill. You must have consistent access to the Internet. The content will be made available asynchronously so students can access materials at your convenience completing each requirement by the provided deadline (NOTE: The deadlines are set to EST). Class times will be used primarily for further discussion of content and group meetings with instructor, and guest speakers. It will be important to check the weekly schedules at the beginning of each week for planning purposes.

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.

The course is a combination of lectures, readings, 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 or zoom appointments 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 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 Thursday, April 15 no later than 11:59 PM EST). Groups should plan to email the final project to the instructor directly at blosej@cofc.edu.

**Grade Determination:**

Weekly Quizzes on Readings and Lectures 50%
(additional details on individual quiz weights are provided in Key Dates section)
Smartbook Readings in CONNECT, Oaks Assignments and Discussion Forum Participation 20%
Group Project 30%

**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:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
</tr>
<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>
</tr>
<tr>
<td>C</td>
<td>72.5 – 77.4</td>
</tr>
<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
</tr>
<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
</tr>
<tr>
<td>D</td>
<td>62.5 – 67.4</td>
</tr>
<tr>
<td>D-</td>
<td>59.5 – 62.4</td>
</tr>
<tr>
<td>F</td>
<td>59.4 or less</td>
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</tbody>
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**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 (10 points)
- Week 10 – quiz 2.2 (10 points)
- Week 12 – quiz 2.3 (20 points)
- Week 15 – quiz 2.4 (60 points)

  **100 points total**

II. **Group Project Due:**

Thursday, April 15 no later than 11:59p.m. EST

*Also, to qualify for any curve that may be applied at the end of the semester, students should plan to attend/participate in two professional development events during the semester such as the Make Your Mark (MYM) Speaker Series. This spring’s MYM Series will be hosted virtually.

**Attendance:**

Class times will be used primarily for further discussion of content and group meetings with instructor, and guest speakers. Since content for this course is available entirely asynchronously, attendance at scheduled
zoom class sessions is not required. However, attendance is recommended for those who have questions related to any particular weekly module.

**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. Introduction to Marketing Analytics

**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). Also, you can go to 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.