Course Overview

This course presents students with a comprehensive framework of marketing research methods from the perspective of analysis for managerial decision making. Students will be introduced to:

1) A framework for conducting marketing research, problem definition and process.
2) Research design, guidelines and procedures.
3) Fieldwork in the marketing research process, data preparation and analysis.
4) The role of analytical techniques and computer models in marketing decision making.

Case studies, assignments and a project will be used throughout for an applied and managerial orientation.

LEARNING GOALS

The overall goal of this course is for you to understand the concept of marketing research, its application, tools and methods from a format of managerial decision making, domestically and internationally. You will learn how to approach marketing decision making from an analytical perspective pertaining to research design, attain problem solving skills, understand international implications in research, and understand the ethical implications and issues involved in the research process and ultimate decision making. Analytical techniques, computer models, and various software tools using real marketing problems will be used. You will be able to do the following when you finish this course:

- design and implement a marketing research project
- use data to analyze marketing decisions
- use the internet and computers in marketing decision making

Professor’s note:

The value of marketing research is only as great as it its weakest aspect. The findings of a study will be of limited, if any, use to the decision maker unless: the correct population is identified, the correct questions are asked, a proper study is designed, a proper population is sampled, a proper data analysis is performed, and it is accurately reported. Your work is still not complete until your findings are incorporated into strategic marketing decisions and it is marketing strategy that must drive your research from the beginning.
Truly, the devil is in the details. Thus, your approach to studying and learning in this course will need to be detail-focused throughout the semester as well.

**Prerequisite:** MBAD 525 Marketing Management

**Required Learning Materials:**

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

2. Students will also need to access: *Marketing Analytics: Data-Driven Techniques with Microsoft Excel* (2014) by Wayne L. Winston, Wiley. Paperback copies are available for students to purchase and free access to a CofC library-licensed copy is also available. The link to the library catalog record to access the online copy is: [https://pascal-cofc.library.cofc.edu/discovery/fulldisplay?context=L&vid=01PASCAL_COFC:COFC&search_scope=Books_Articles_and_More&tab=Books_Articles_and_More&docid=alma991010765945105613](https://pascal-cofc.library.cofc.edu/discovery/fulldisplay?context=L&vid=01PASCAL_COFC:COFC&search_scope=Books_Articles_and_More&tab=Books_Articles_and_More&docid=alma991010765945105613)

3. Basic 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 through CofC’s website (cofc.qualtrics.com). Excel is also available via CofC’s AppsAnywhere platform.

   Basic required hardware: Computer with high speed internet access, sound card and speakers.

4. Additional supplemental reading materials will be provided in Oaks.

**Accommodations for Students with Disabilities or Special Needs**

Students needing accommodation for a disability should contact the instructor within the first week of class.

**School of Business Learning Goals**

The learning goals addressed in this course include communication skills as well as quantitative fluency.
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/Labs:** Assignments and Excel labs 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%
Smartbook Readings in CONNECT, Oaks Assignments/Labs
Discussion Forum Participation…………………………………………………..20%
 Group Project………………………………………………………………………30%

Note: There will be an opportunity at the end of the semester to evaluate the contribution of individual group members on all group work listed above.

**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.

**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

**Additional NOTE:** The lowest score received on one of the quizzes listed above (of those worth either 10 or 20 points) will be replaced with a score of 100 for any student that receives a passing grade on the Excel Certiport certification exam the cohort is taking during the semester.

**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.

**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 90 – 100
B+ 88 – 89.9
B 80 – 87.9
C+ 78 – 79.9
C 70 – 77.9
F Less than 70

Topics Covered

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. Data Visualization/Exploratory Data Analysis
12. 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). 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.