

MKTG 330 -FLORENCE: MARKET RESEARCH
Syllabus – Spring 2011 (Tentative)

INSTRUCTOR: Ta-Tao Chuang, Ph.D. **OFFICE and OFFICE HOURS:** tba and by appointment
EMAIL: chuang@jepson.gonzaga.edu **BLACKBOARD:** <http://learn.gonzaga.edu>
DAYS, TIMES & ROOM: M, W 5:15 – 6:45 pm (15 weeks)

IMPORTANT DATES:

01/10: class starts
02/21 – 02/24: Midterm exams
03/11 – 03/20: Spring break
04/11 – 04/13: Term project presentation
04/18 – 04/20: Final exams

PREREQUISITES: The prerequisites for Market Research are BUSN 230 /MATH 121 (Statistics).

TEXTBOOK: Kumar V., David A. Aaker, and George S. Day (2002). *Essentials of Marketing Research*, 2nd Ed., John Wiley & Sons: NY. (**Note:** Students should purchase the textbook before they arrive in Florence.)

COURSE OBJECTIVES:

The primary objective of this course is to understand how marketing research aids managerial decision-making. Accordingly, it is assumed that students taking this class will become users of research results, rather than marketing researchers. However, for the latter group, this class will serve as a first course in this sub-field of marketing. The specific objectives are to:

1. Develop the student's problem analysis skills.
2. Develop the student's ability to translate a management problem into a feasible research question.
3. Provide the student with a working knowledge of the concepts and methods of marketing research.
4. Develop the student's ability to draw appropriate conclusions from research results.
5. Increase the student's sensitivity to biases and limitations of marketing data, methods, and results.

COURSE WEBSITE

The current course outline, assignments, additional course material, and other important information regarding the course will be posted on the Blackboard course website (<http://learn.gonzaga.edu/>). For any course-related emails, addresses listed with the Blackboard will be used. The student is responsible for ensuring that the email address with the Blackboard is current in order to receive any emails that may be sent.

COURSE MATERIAL AND CLASSES

Apart from the contents of the required text discussed in class, additional material from different sources may be covered in class. Additional readings may also be handed out in class, or posted on the blackboard. The student is responsible for all material discussed in class, additional readings assigned, and assignments announced in class. Only select lecture slides/notes of concepts covered in class will be posted on the blackboard. **Optionally**, students may find slides prepared by the publisher as useful resources. These may be downloaded using the link provided on the Blackboard's External Links section.

COURSE GRADE

The student's semester grade will be based upon the total number of points received, and in accordance

MKTG 330 -FLORENCE: MARKET RESEARCH
Syllabus – Spring 2011 (Tentative)

with the following grading scheme:

Percentage	>=94	>=90	>=87	>=84	>=80	>=77	>=74	>=70	>=65	>=60	<60
Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F

EVALUATION COMPONENTS

Evaluation Components	Points
Mid-term exam	100
Final Exam	100
Project	150
Assignments	~100
Quizzes/Class activities	~100
Attendance	50
Total	600

Class environment:

Reward: up to 25 extra-credit points

Penalty: up to 25 points (from the student’s total)

EXAMS: Exams will usually be a mixture of multiple-choice questions, questions requiring short answers, mini cases, and analytic questions based on lecture material and assigned readings. The exact nature of a particular exam will be discussed prior to the exam in class. The **final exam is a comprehensive exam**. Permissible aids for this open book/notes exam include the textbook, student’s own class notes (handwritten, not photocopies of others’ notes), student’s own assignments (handwritten, not photocopies, and if they were submitted as computer printouts, they should have the instructor’s initials/score obtained), blackboard/publisher’s slides, handouts distributed in class, and a calculator.

Note: No make-up exams will be administered without a legitimate reason.

QUIZZES: From time to time, quizzes will be given both in the class or Blackboard. These quizzes will contain true-false and/or multiple choice questions. Each quiz normally has 11 questions (with 1 bonus point) and you should complete it within the time limit (usually 10 minutes) on/before midnight Sunday if it is posted in the Blackboard system. There will be 11 online quizzes this semester. Quizzes are available under ‘Tests & Quizzes’ button. About three to five in-class and/or pop quizzes will be given.

Note: No make-up quizzes will be administered.

HOMEWORK

1) **Individual assignments:** Assignments will be announced in class and be posted in the Blackboard system. All assignments are individual unless indicated otherwise, and by definition, students should work assignments on their own. Late assignments will be subjected to a penalty proportional to the lateness as indicated below (**Note:** The number of days includes breaks and holidays). For any assignments, students should turn in a copy to the instructor and **must** keep one copy for himself/herself.

Assignment handed on due date, but after due time	Penalty: 10%
one day late	Penalty: 20%
two days late	Penalty: 40%

MKTG 330 -FLORENCE: MARKET RESEARCH
Syllabus – Spring 2011 (Tentative)

three days late	Penalty: 80%
four and more days late	Penalty: 100%

- 2) **Group work:** Students will be organized as groups. Each team is expected to work together on in-class exercises, and a term project.
- o **Term project:** There will one **project** throughout the course, valued at 150 points. Details of the exact nature of the project will be provided in class. Groups of about 3~4 students will be expected to work on these projects.
 - a) **In-class exercise:** In-class exercises are frequently given and members of the team are required to work together.

Note:

- Individual performance on group work is the result of group performance weighted by peer-evaluation, which is mandatory. Those who don't submit peer-evaluation forms will receive no credit on the group project.
- Details of the group project will be posted on the Blackboard system.
- One copy of the term project and presentation files must be turned in the final week.

ATTENDANCE: Students are expected to attend the class on time. The instructor is aware that absence might be inevitable when emergency arises. Under such a circumstance, an absence is allowed through the whole semester without penalty. Each additional absence will be penalized with 10 points. The penalty is not limited to the attendance part of the final grade. Additionally, students should be aware of the University policy regarding absence. According to the university policy, "[T]he grade given for excessive absence is V, which has the same effect as F and is counted in the GPA....The fact that a student has met other course requirements (such as papers) is not sufficient to change a V to a passing grade." (Catalogue, p. 38). The total time of excessive absence in this class is 300 minutes, equivalent to four absences. In other words, if one student misses four classes for whatever reasons, he/she should expect a V for his/her final grade.

PARTICIPATION AND CLASS CONDUCT: The class environment points will be based on my assessment of the extent to which the student contributes to an environment that encourages learning. The student can earn up to 25 extra-credit points for class participation and lose up to 25 points from your total score for disruptive behavior (either to the class or me). Desired behavior includes asking questions, answering questions, and volunteering comments. Disruptive behavior includes arriving late to class, leaving early from class, engaging in private conversations during class, reading the newspaper, receiving/making phone calls, falling asleep in the class, engaging in any non-course-related activity, etc. Students, who must leave class early on a legitimate and infrequent basis, should make special arrangements with the instructor prior to the class.

CLASS POLICY

- 1) **Academic conduct:** The academic honesty policy in the Gonzaga University's student handbook (p. 145) states that dishonest activities such as cheating, fabrication and plagiarism carry penalties that could lead to severe penalties. *If one student is proved to have plagiarized others work, the instructor reserves the right to assign an F to the student's final grade, regardless of whatever grade he/she receives in other assignments or exams.* Should you have any doubt regarding academic conduct,

MKTG 330 -FLORENCE: MARKET RESEARCH
Syllabus – Spring 2011 (Tentative)

don't hesitate to ask me for guidance. A complete description of this policy is available in the University catalogue and in the *Information for Students* section of the Academic Vice President's website:

<http://www.gonzaga.edu/files/Campus+Resources/Offices+and+Services+A-Z/Academic+Vice+President/Information+for+Students/Academic+Honesty+Policy.doc>

Also, you are urged to read the SBA Academic Honesty Policy, which is available in the Blackboard system.

2) Please help me and yourself to reduce the stress level:

- Closely follow instructions of assignments, exams, and projects.
- Be aware of policies of the University (please be referred to the University catalog.)
- Back up absences with evidences, such as doctor's notes or university proof,

3) Preparation: Students are expected to study the assigned readings before coming to the class and to participate in class activities. Use of a word processor (e.g., MS/Word) for papers and assignments is required. It is students' responsibility to keep all the returned materials. In the event of a disputed entry on the instructor's grade sheet, the student **MUST** show the material(s) to have the grade(s) changed.

4) Classroom conduct: Please

- Come to classroom on time.
- Turn off cell phone.
- Don't read newspaper or do other assignments.
- Don't do activities irrelevant to the class.
- Don't walk around when the class is in session. Take care of your needs beforehand.
- Don't pack up your things until class has ended.

5) E-MAIL and the Blackboard system: Students are expected to obtain an email account. Students are required to check the Blackboard system and their email account on a regular basis (at least three times a week, Monday, Wednesday and Friday). Important messages might be sent to you via email or announced in the Blackboard system. **All correspondences with the instructor should include a subject line like "MKTG 330: [assignment 3]"**. Also, please include your name in your email.

6) For whatever reason a student needs to change the scheduled final exam date, he/she needs to obtain the approval from the instructor one week before the final exam.

7) Consulting with faculty. Any students who have difficulty in doing assignments, understanding learning materials, or working with group members should meet the instructor as soon as possible so that problems would be resolved in time.

8) The instructor is more than happy to assist students; however, if one student misses a class, it is the student's responsibility to keep up with the progress by consulting fellow students or the instructor for topics covered in that class.

9) Backup whatever you do with the computer: Because many factors may corrupt the files in the computer storage, make backup copies of your homework all the time. The instructor is fully aware that life is full of unexpected events; however, "My computer broke," "I saved the files, but they are gone now," "Printers were out of ink," "Computer labs were not open," and so on are not acceptable. If you believe that your time is precious, then consider computer files of your homework are equivalently valuable: **Always backup your computer work!**

DISABLED STUDENTS

MKTG 330 -FLORENCE: MARKET RESEARCH
Syllabus – Spring 2011 (Tentative)

Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact the instructor as soon as possible to make necessary accommodations. Students should present appropriate verification from the Office of Disability Support Services (DSS). No requirement exists that accommodation be made prior to completion of the approved University process.

SCHEDULE

Topics and Corresponding Chapters from Text (These are necessary reading material. Additional course material may be discussed in class and/or assigned for reading.)

Date	S. No.	TOPICS	Chap
1/10 ~ 1/19 (2)	1	Introduction to Marketing Research EI: Marketing Research Code of Ethics	Ch. 1, 2, 4 1, 4
1/24 ~ 1/26 (1)	2	Research Process and Research Designs EI: Use of weak causal statements in the popular press	Ch. 3 3
1/31 ~ 2/9 (2)	3	Tools for Survey and Observation Research EI: Types of Errors in Surveys	Ch. 7, 8 7, 8
2/14 ~ 2/16 (1)	4	Attitude Measurement and Scales EI: Effect of scale construction on potential responses	Ch. 10 10
2/21 ~ 2/24		Mid-term	
2/28 ~ 3/2 (1)	5	Questionnaire Design and Issues EI: Effect of question wording on potential responses	Ch. 11 11
3/7 ~ 3/9 (1)	6	Causal Research Design*	Ch. 9 9*
3/14 ~ 3/16		Spring break	
3/21 ~ 3/23 (1)	7	Tools for Qualitative Research* EI: Appropriate evaluation of secondary data	Ch. 5, 6 5*
3/28 ~ 3/30 (1)	8	Sampling and Related Issues EI: Reliability of studies ignored in many studies EI: Limitations and appropriate use of different statistical tests	Ch. 12, 13 12, 13
4/4 ~ 4/6 (1)	9	Basic Data Analysis Tests for differences between groups and relationship between Variables	Ch 14 14
4/11 ~ 4/13 (1)	10	Presenting the Results	Ch. 15, 16 15, 16
4/18 ~ 4/20	11	Final exams	

PROJECT OUTLINE

A project will be implemented and a report written by self-selected teams of 3 ~ 5 people. Each team will be given considerable freedom to follow their own interest in the choice of problem situation but must use a descriptive field research strategy that requires information directly from respondents.

The problem should be chosen and approved no later than 01/31/2011. The final deliverable is a report addressing the issues given below in a structured manner. There will be intermediate deliverables due at the dates specified at the end of this document. The final report is due on 4/11/2011. Teams will have to make brief presentation of their reports in the week before the finals during regular class. The exact dates for presentation for individual groups will be given later.

Guidelines for the final report (Note: As indicated, the outline is only a guideline. Some of the sections may have redundant information i.e., information that may appear in other sections as well. Also note that one or more of the sections may not be explicitly required in the report). Please write your report such that a person who has not taken the class can understand your intent.

Title Page: Title of the report, List of group members, Date of submission

Table of Contents (with page numbers)

Main Body with the following sections

1. Motivation and Background of Problem/Opportunity
 - Brief description of the general problem/opportunity: Problem Definition
 - Reason for conducting research (Significance of the study)
 - Secondary data on the industry/scenario or data from focus groups/preliminary interviews, which highlights the problem/opportunity and suggests the importance of the problem/opportunity being investigated.
2. Objectives of the Study
 - State objectives
 - Scope of project (boundaries of research)
 - Specific hypotheses based on the above list.
3. Research Design and Data-Collection Methodology
 - Choice of Research Design and the rationale
 - Types of primary data required to address the list of information.
 - Choice of Data-Collection methodology and the rationale.
 - Evaluation of the selected approaches (of the research design data collection method) versus alternative approaches (Strengths and Weaknesses)
4. Measurement Instrument (Questionnaire) Discussion
 - Include results of pretests of the instrument.
5. Sampling Strategy
 - Describe characteristics of population of interest (and these are automatically the characteristics of the sample)
 - Sampling method and size. Rationale for these.
6. Data Analysis and Results
7. Discussion of the results in the context of the hypotheses.
8. Potential Limitations of the Study and discussion of potential findings

References

Appendices (e.g., the questionnaire)

IMPORTANT DATES / DEADLINES

01/31/2011:	Last date for approval of project problem
02/09/2011:	A document elaborating the project problem with specific objectives and hypotheses (see section 1 and 2 of report guideline).
02/28:	A document addressing issues of research design and data collection methodology (see section 3 of report guideline).
03/21:	The questionnaire (measurement instrument).
04/11:	Final Report
Week before finals:	Presentations

PROJECT GRADING

Documents submitted on 01/31/2011, 02/09/2011, and 02/28/2011 will be graded on 15 points each. Late submissions of any of these three documents carry a penalty of 5 points per day and for a document to receive any grade, all prior documents should have been submitted. The grade received in each of the three documents may be revised if the provided feedback is incorporated in the final report. Late submission of the final report carries a penalty of 10 points per day.

Three Documents:	45 points
Final project report:	45 points
Presentation:	60 points
Peer-evaluation (see below)	

Note:

- Individual performance on group work is the result of group performance weighted by peer-evaluation, which is mandatory. Those who don't submit peer-evaluation forms will receive no credit on the group project.
 - Details of the group project will be posted on the Blackboard system.
 - One copy of the term project and presentation files must be turned in the final week.
-

Group Work
Peer Rating of Team Members

Name: _____

Group #: _____

Please write the names of all of your team members, **INCLUDING YOURSELF**, and rate the degree to which each member fulfilled his/her responsibilities in group discussion during the whole semester. The possible ratings are as follows:

Excellent	Consistently went above and beyond – tutored teammates, carried more than his/her fair share of the load.
Very good	Consistently did what he/she was supposed to do, very well prepared and cooperative.
Satisfactory	Usually did what he/she was supposed to do, acceptably prepared and cooperative.
Ordinary	Often did what he/she was supposed to do, minimally prepared and cooperative.
Marginal	Sometimes failed to show up or complete assignments, rarely prepared.
Deficient	Often failed to show up or complete assignments, rarely prepared.
Unsatisfactory	Consistently failed to show up or complete assignments, unprepared.
Superficial	Practically no participation.
No show	No participation at all.

1. *These ratings should reflect each individual's level of participation and effort and sense of responsibility, not his or her academic ability.*
2. *All of us would like to be fairly treated. With the same token, we should also be fair to others. Therefore, you are expected to be as fair and objective as possible.*
3. *The peer evaluation is confidential.*
4. *Those who do not turn in the evaluation will receive no grade for group work.*

<u>Name of team member</u>	<u>Rating</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Your signature: _____

Date: _____