MKTG 390 - Marketing Research
Course Syllabus
Spring 2015

Instructor: Dr. Mavis T. Adjei
Meeting Times: Tuesdays & Thursdays; 11 AM – 12:15 AM
Meeting Room: Rehn Hall Rm 12
Office: Rehn Hall Rm 229A
Office Hours: Tuesdays & Thursdays; 12:30– 1:30 PM or by appointment
Phone: 453-4341
Email: mtandoh@business.siu.edu
Class Website: https://online.siu.edu
Teaching Assistant: Sweet Yee Lee– shallylee@siu.edu
- Office Hours: Wednesday 11 am - 12 noon

Required Text:
Marketing Research, By Alvin Burns and Ronald Bush, 2015, Third custom edition available at local book stores. Note: The hard bound text has changed from 20 to 16 chapters, so you will need the newer version if you want the hard back text. A text book Web Site with sample tests for this text is available at: http://wps.prenhall.com/bp_burns_research_7 Also, the SPSS Student Assistant is available for download from that site as well. Additionally, a collection of class handouts will be made available on D2L or in class as the semester progresses. You are responsible for the content of all of them.

Required Software:
SPSS 21.0
Qualtrics

Course Description:
This course is designed to provide students with the expertise needed to successfully complete a marketing research project. Specifically, the course focuses on how to gather, analyze, and make sense of the relevant information organizations need to make strategic decisions. As such, this is a hands-on course that emphasizes the application of all the stages of the marketing research process.

Teaching/Learning Objectives:
After completing this course, students should be able to:
- Understand and execute the marketing research process - problem formulation, research design, sampling, data analysis, and interpretation of results.
- Create various types of questions using Qualtrics
- Use SPSS to apply appropriate statistical analyses to marketing data
- Interpret and communicate the results of this analyses to a client/manager

1 Should there be the need to do so, I reserve the right to modify any part of these syllabi during the semester. Any changes will be announced in class.
Course Approach
Classes will be a combination of lectures, discussions, and various exercises conducted both inside and outside of the classroom.

Prerequisites:
Junior standing (i.e. 56 hours completed), MKTG 304, and course in statistics completed with a grade of “C” or higher prior to beginning this class. No exceptions. This requirement is mandatory. Any student who has not completed these prerequisites and remains in the course without the consent of the professor and the Chair of the Marketing Department will be dropped from the course.

Communications
Communications about this course will be done through D2L. Notes for the class are available on the course webpage at: https://online.siu.edu/. You will also find links to lecture slides, study guides, posted exam scores, and announcements here. Emails will also be sent via D2L. It is absolutely necessary that you have an active siu.edu email in order to receive timely information from the professor and/or TA.

Group Project
The group project is the essence of the course. This is due December 4th. Details on what to include in each section are included in the slides from Chapter 16. The basic grading for the project includes:

Grading:
- Executive Summary 10%
- Introduction/Objectives 10%
- Initial Survey  10%
- Methodology 10%
- Data Analysis/Results 40%
- Limitations 5%
- Conclusions/ Recommendations 15%

Assignments:
Assignments for this class are comprised of several in and out of class work. They are all designed to allow you to apply what you’ve learned in class. You are responsible for completing and turning in all assignments when it is due, even if you were not in class due to an excused absence. These will be assigned as the semester progresses. Late assignments will be penalized one letter grade per day after the first day. Assignments that are submitted the day they are due but late will be penalized %1 for every 30 minutes they are late up to 2.5 hours, after which they will lose one letter grade.
Exams
- There are 5 exams.
- Make-up exams are allowed only with a University-approved absence.
- Failure to show up for an exam results in a zero for that exam.
- All assigned materials, whether explicitly covered or not, may be on an exam. Likewise, I will often bring in examples, guest lecturers, and exhibits that may NOT be in the textbook.
- Exams are in multiple choice and true/false formats.
- Exams are computer scored. Be sure to carefully code in your name and I.D. number on the answer sheet.
- On exam days:
  - Come to class a few minutes early and find your seat. If you are more than five minutes late for an exam, 1% will be deducted from that exam score for each additional minute you are late.
  - Bring at least two # 2 pencils.
  - Bring your SIU ID or driver’s license with photo. Show this when requested else you will receive a zero for that exam.
  - No electronic equipment during exams. PLEASE, SHUT THEM ALL OFF. If I hear a phone during the exam, I will take your exam and you will be asked to leave the room. No makeup exam will be given.

Make-up Policy
No make-up tests may be scheduled without a well-documented medical release signed by a physician or proof of some emergency. Please note that excuses for pulled over for speeding, traffic, overslept, construction, parking, work, previous class, homework, family vacation etc, will not be accepted. If you miss a test without such documentation, you will receive a zero for that test. This also applies to the in-class exercises. Unless it is an emergency, you are to inform the professor before missing class, if you want to be considered for the chance to make-up a missed task. Whether you will be excused or not is the professor’s decision and your responsibility to provide the necessary documentation needed. Note that in all cases, the burden of proof is on you. In ALL cases, you have up to two weeks to submit your complete documentation of proof of absence. Otherwise, you will get a zero for all missed work and attendance.

If you are unable to submit an assignment on the due date because of approved reasons/absences, you HAVE to turn in the missed work by the end of the next class period following that particular event, else it will NOT be graded. Also, make-ups (if approved) for exams should be completed no more than one week after the exam is taken by the class. If you do not complete the make-up within one week, you will have to take the optional final to replace that test.

Attendance and Participation (relating to both exams and class meetings)
You are strongly encouraged and expected to attend and participate in every class. There will be several in-class exercises and you will receive a zero for an exercise if you were not in class when it was done. Also, you are expected to participate in any discussions that take place in class. Please note that if you are more than five minutes late for class, you will receive a zero for that day’s class exercise. If you leave class before the end of the period you will be counted absent for the whole period. Also, you will get a zero on any class assignments done that day. Further, make-up
exams are allowed only for University-approved absences.

For Athletes – Turn in your forms, with your schedule of events, by the end of the first week. This allows us to adjust your attendance points so that you are not marked absent. If you are marked absent because you did not submit your form prior to the deadline, that score of zero for attendance will be used to calculate your final score by the end of the semester.

Extra Credit Assignments
There MAY be opportunities for extra credit work and will be announced in class. Please note that there are absolutely no make-ups for any missed extra credit work, even if you were absent the day it was announced or the day it was due. Extra credit work that is turned in late will not be graded.

Professional behavior and interaction/communication
No cell phones or other electronic device (besides laptop) are allowed to be used in class. The laptop should only be used to view/write lecture notes for this course and nothing else. If you bring a laptop/any note taking device, you will sit in the front row or in any seat that I assign to you.

Penalty for unprofessional behavior
Up to 10 percentage points (10%) will be deducted from your overall end of semester score per incident for not following policies outlined in this syllabus and in the SIU student conduct code, distracting the class, talking/other communications, focusing on materials not related to the course, disrespectful behavior, use of foul language, cell phone use, etc. This policy also applies to meetings that take place in my/the TA’s office as well as ALL interactions about the course. Note that these are penalties for unprofessional behavior associated with the course. As such, they are enforced regardless of whether the unprofessional behavior is directed at the professor or a TA in or outside the lecture room.

Students with Disabilities
If you feel you need special accommodations because of a disability, please see me within the first week of class with the necessary documentation.

Grading:
Your Final grade will be calculated the following way:
Exams (all 5)  35%
In-class Assignments/Quizzes  5%
SPSS Assignments (Lab work)  15%
Introduction & Objectives:  10%*
Group Project:  25%*
Class Attendance  10%
Total:  100%

*Grades will be assigned for the entire group, however they will be adjusted to reflect peer evaluations and based on in-class assignments/in-class checks.
Note that you can be “fired” by the group if the group feels you are not putting in the effort needed to complete the work. Firing can take place at any time in the semester. All members of the group must put the individual on probation prior to firing. If a person misses 2 classes they can be put on probation by the group if they feel this absence if affecting the group project. You will be notified via email/phone, or in class. Your group, without any explanation, can fire you if you miss more than two class meetings or group meetings without a valid excuse (only a doctor’s note constitutes a valid excuse for missing class). Also, you can be fired if the group feels your contributions are not worthwhile. Once fired you will complete the project by yourself.

**Grading System:**

**Grade Letter Key:**

- A = 90 - 100%
- B = 80 - 89.9%
- C = 70 - 79.9%
- D = 60 - 69.9%
- F = below 59.9%

**Academic Dishonesty Policy**

Students will be sanctioned for violations of the standards of academic honesty. The six categories of acts of academic dishonesty are:

1. “Plagiarism: Representing the work of another as one’s own work.”
2. “Preparing work for another that is to be used as that person’s own work.”
3. “Cheating by any method or means.”
4. “Knowingly or willfully falsifying or manufacturing scientific or educational data and representing the same to be the result of scientific or scholarly experiment or research.”
5. “Knowingly furnishing false information to a University official relative to academic matters.”
6. “Soliciting, aiding, abetting, concealing or attempting conduct in violation of the Code.”

The penalty will range anywhere from points being taken off to receiving a zero on the exercise/exam. The College of Business’s policies and procedures on academic honesty will be enforced.

**Emergency Procedures**

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Public Safety’s website [www.dps.siu.edu](http://www.dps.siu.edu) (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.
Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.
Class Schedule:
This is only a tentative schedule that may change during the semester. If changes in exam procedure, exam data, exam coverage and the like are announced in class, you are responsible for knowing this information. There are no exceptions.

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<thead>
<tr>
<th>Date</th>
<th>Topic/Activities</th>
<th>Chapter(s)</th>
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<tbody>
<tr>
<td>1/20-1/22</td>
<td>Overview and Introduction Introducing Marketing Research</td>
<td>1</td>
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<td>1/27-1/29</td>
<td><strong>Discuss Project (Part 1) - Introduction &amp; Objectives: Due 2/12</strong></td>
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<td>The Marketing Research Process and Defining the Problem Formulation and Research Objectives</td>
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<td><strong>Complete these before attending the lab session.</strong></td>
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<td>1. Install the SPSS Student Assistant and SPSS Program on your or a lab computer:</td>
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<td><a href="http://wps.prenhall.com/bp_burns_research_7">http://wps.prenhall.com/bp_burns_research_7</a> [Link to: SPSS Tutorial and Datasets]</td>
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<td>2. Start SPSS. Browse through the program’s drop down menus. Click on them to see what is there. Download all three datasets and save them to a portable drive. Open the GlobalMotors.sav data set in SPSS from the text book web site. Save this to a flash drive for future use.</td>
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<td><em>Work in groups</em>- No all-male or all-female groups. Form Groups</td>
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<td>2/3 - 2/5</td>
<td>Research Design</td>
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<td><strong>Catch-up</strong></td>
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<td>2/10 - 2/12</td>
<td><strong>Exam 1 – 2/10</strong></td>
<td>1, 2, &amp; 3</td>
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<td>Evaluating Survey Data Collection Methods</td>
<td>5</td>
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<td><strong>Project - Introduction &amp; Objectives: Due 2/12 in the Marketing Dept</strong></td>
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<td>2/17 - 2/19</td>
<td>Understanding Measurement, Developing Questions, and Designing the Questionnaire</td>
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<td><em>Start creating your questionnaire after this chapter is completed – your group will discuss this with Dr. Adjei in the Marketing Department’s conference room. Note: This will be graded so do your very best. You will have to show evidence of at least 3 pre-tests and subsequent re-writes.</em></td>
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<td>2/24 - 2/26</td>
<td>Selecting the Sample</td>
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<td><em>Exam 2 – 2/26</em></td>
<td>5, 6, &amp; 7</td>
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<td>3/3 - 3/5</td>
<td>Determining the Size of a Sample</td>
<td>8</td>
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<td>3/10 - 3/12</td>
<td>Spring Break – No Class</td>
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<td>3/17 - 3/19</td>
<td>Dealing with Field Work and Data Quality Issues</td>
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<td><em>Launch your study to begin data collection after this Chapter is completed</em></td>
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<td><em>Exam 3 - 3/26</em></td>
<td>8 -10</td>
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<td>3/31 - 4/2</td>
<td>Implementing Basic Difference Tests</td>
<td>11</td>
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<td>4/7-4/9</td>
<td>The Research Reports</td>
<td>13</td>
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<td>Preparing the Final Report</td>
<td>On D2L</td>
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<td><em>Complete Data Collection this week</em></td>
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<td>4/14-4/16</td>
<td>Catch - up</td>
<td>11, 13</td>
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<td>4/21-4/23</td>
<td>Making Use of Associations Test</td>
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<td>4/28-4/30</td>
<td>Catch -up</td>
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<td>Qualitative Research Techniques</td>
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<td>5/5-5/7</td>
<td>Work in groups to complete the project. Meet with Dr. Adjei to discuss any remaining project related issues.</td>
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<td><em>5/7 – Research Report Due</em></td>
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<td>Any remaining grades discrepancies should be discussed today!</td>
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<td>5/14</td>
<td><em>Final Exam (Exam 5=6,15) Thursday: 10:15 – 12:15, same room</em></td>
<td>4 &amp; 12</td>
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