

**\*\*Disclaimer\*\***

This syllabus is to be used as a guideline only. The information provided is a summary of topics to be covered in the class. Information contained in this document such as assignments, grading scales, due dates, office hours, required books and materials may be from a previous semester and are subject to change. Please refer to your instructor for the most recent version of the syllabus.

## **MKT 352: Marketing Research**

Term: Fall 2018 Session B (Wednesday, 10/10/2018 – Friday, 11/30/2018)

Professor: Dr. Elise Riker      Office: BAC 478      Telephone: 480-965-9237

Office Hours: by appointment

### **Course Overview And Objectives**

Too often, people seem to think that marketing research is all about statistics and data analysis. To be sure, these elements certainly are important. However, the market research process is far more extensive than this, commencing with the ability to understand the problem(s) at hand, the appropriate method(s) to address the problem, effective administration of the project and effective presentation of the final results – both verbally and in writing. Hence, this class should be looked at as far more than a simple application of statistics to business. By the end of this class you should:

- Recognize the value and limitations of secondary research;
- Identify the value and limitations of qualitative research, with the ability to compose and implement depth interviews and focus groups;
- Describe the values and limitations of survey research, with the ability to develop a professional research instrument; and,
- Conduct a broad range of data analysis techniques using SPSS, including descriptive statistics, measures of association, methods of comparing means, factor analysis, cluster analysis and regression.

The goal of this course is to have a considerable impact on your ability to understand and conduct market research.

### **Required Text**

Malhotra, Naresh (2015), Essentials of Marketing Research (A Hands-On Orientation), Upper Saddle River, NJ: Pearson.

### **Additional Material**

Additional material will be posted on Blackboard. It is important to check Blackboard on a regular basis to ensure that you are aware of any course announcements.

## W. P. Carey School of Business Learning Goals

The Undergraduate Program of the W.P. Carey School of Business has established the following learning goals for its graduates:

1. *Critical Thinking*
2. *Communication*
3. Discipline Specific Knowledge
4. Ethical Awareness and Reasoning
5. Global Awareness

Items in italics have significant coverage in this course.

### Grading:

Course grades will be based on the following weights:

<i>Grading Criteria</i>	<i>Participation</i>	<i>Weight</i>
Weekly Exercises (6% each for 7 exercises)	Individual	42%
Weekly Quizzes (based on total of all questions)	Individual	20%
Exams (2@19%)	Individual	38%
Total		100 %

### Grading Scale

This course will use the plus/minus grading system.

Final course grades will be assigned on the basis of student performance using the following guidelines (grades are rounded to the nearest whole number):

<b>Grade</b>	<b>% Required</b>
A+	97.00 – 100
A	93.00 – 96.99
A -	90.00 – 92.99
B +	87.00 – 89.99
B	83.00 – 86.99
B -	80.00 – 82.99
C +	77.00 – 79.99
C	73.00 – 76.99
C -	70.00 – 72.99
D +	67.00 – 69.99
D	63.00 – 66.99
D -	60.00 – 62.99

Final course grades will be posted on myASU within two weeks of the end of the course.

## **Graded Components:**

Each week you will be required to review a series of videos and readings that provide additional detail on the subject matter. Based on this information you will be asked to complete quizzes; a weekly assignment; and two exams.

### *Textbook Reading*

The text forms an important component of this course in ensuring a well-rounded understanding of the material. Although there will be some overlap between the videos and the text, the goal is to allow them to augment each other. To this end, the text will be required reading for this course and is used for the two exams. Quiz components are based strictly on the required videos.

### *Weekly Assignments (42% of the Final Course Grade)*

After completing the module, each week you will complete an assignment. The assignment will require you to integrate concepts learned throughout the module and/or in previous modules. All assignments are made available at the start of the course. Assignments should be completed by individuals and not teams. Each week's assignment is graded out of 100 points and is worth 6% of the course grade (i.e., altogether, the 7 assignments are worth 42% of the course grade). Assignments in Week 4 and Week 7 are reduced in size to allow you a greater amount of time to prepare for the exam.

Each assignment is to be submitted on Wednesday at 6:00 p.m. AZ Time on the week it is due. Efforts will be made to grade assignments within 3 days of the due date.

### *Quizzes (25% of the Final Course Grade)*

There are a number of required videos in the class. After each of these, you will be given a quiz. You may complete this quiz as many times as you like and your highest grade will be recorded. There are lots questions across all of the videos. Your score will be based on the number of these that you get correct in total (i.e., some videos will have more questions and will therefore be worth more than others). It is possible to work ahead and complete videos/quizzes ahead of schedule, HOWEVER, you must complete quiz components for the required videos by Wednesday at 6:00 p.m. of the week they are covered. Just to drive this home – in Week 1 you could complete videos for Week 2, but once Week 1 is over, you cannot complete the quiz components for the modules in Week 1. Because the quizzes are an individually graded component, there should be no form of communication to class members regarding the quizzes until the quiz submission deadline has passed (you are welcome to contact the instructor at any time regarding issues/concerns you might have).

The quizzes for each week are due by Wednesday at 6:00 p.m. AZ Time of the week they are covered.

### *Exams (38% of the Final Course Grade)*

There will be two exams in this class, one during Week 4 and one during Week 7. These will each consist of multiple-choice questions based on material from the textbook. The first exam will cover Chapters 2, 3, 4, 5 and 6 from the text. The second exam will cover Chapters 7, 8, 9, 10 and 11 from the text. The exams will require you to know and apply the key terms and concepts in these chapters. Each exam will consist of 35 multiple choice questions taken based on the textbook (each will be worth 2 points). There will also be three short-answer questions pertaining to the material in the videos (material in Weeks 1 through 4 for the first exam, and material from Weeks 5 through 7 for the second exam). Individuals are permitted to use their book and any notes developed while studying.

Note, you will have 90 minutes for each exam. Assuming you want to use the full time, it is important to commence the exam at least 90 minutes before the exam closes (i.e., if you start the first exam on 11/09/16 at 6 PM you will have 0 minutes to complete the exam).

- The first exam will open on Sunday, 11/04/18 at 8 AM and close on Wednesday, 11/07/18 at 6 PM. All times specified are AZ time.
- The second exam will open on Sunday, 11/25/18 at 8 AM and close on Friday, 11/30/18 at 6 PM. All times specified are AZ time.

Note, if you engage in academic misconduct on an exam by communicating with others in the class about the exam, at a minimum the instructor will assign a final grade of E in the course, with expulsion from the program being an option that will be strongly considered.

### **Academic Integrity and Ethical Behavior**

The W. P. Carey School takes academic integrity very seriously. Therefore, unless otherwise specified, it is imperative that you do your own work. Any suspected violations of academic integrity will be taken seriously and result in the following sanctions:

- \* A minimum of zero on the assignment AND
- \* A reduced grade in the course OR
- \* A failure in the course OR
- \* An XE which denotes failure due to academic dishonesty on the transcript OR
- \* Removal from the W. P. Carey School of Business

Additional information on ASU's academic integrity policy may be found at <http://provost.asu.edu/academicintegrity>

Students are expected to comply with the Code at all times. In particular, with regard to this class, the Code shall be interpreted to prohibit seeking of unauthorized help (such as from former MKT 462 students or outside consultants).

### **Honor Code and Professionalism Policy**

Below are links to the honors codes for undergraduate students and attached to the e-mail is a copy of the Professionalism Policy:

Undergraduate: <https://students.wpcarey.asu.edu/resources/professionalism-policy>

### **Prohibition Against Discrimination, Harassment, and Retaliation**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish to discuss any concerns confidentially and privately.

### **Important Dates:**

Drop/Add Deadline: October 11, 2018

Course Withdrawal Deadline: October 30, 2018

Complete Withdrawal Deadline: November 30, 2018

Please consult the academic calendar available at: <https://students.asu.edu/academic-calendar>.

### **MKTG 352 (ONLINE, FALL 2018) Course at a Glance**

Week	Topic
1	Marketing Concept · Segmentation · Targeting and Positioning · Competitive Intelligence · Marketing Research – Overview · Statistics: Manipulating Data · Quizzes Completed By: Wednesday, 10/17/18 at 6 PM AZ time. · Assignment Due: Wednesday, 10/17/18 at 6 PM AZ time.
2	· Secondary Research · Anthropological Research · Depth Interviews · Focus Groups – Overview · Focus Groups – Conducting · Statistics: Summary/Descriptive Statistics · Quizzes Completed By: Wednesday, 10/24/18 at 6 PM AZ time. · Assignment Due: Wednesday, 10/24/18 at 6 PM AZ time.
3	· Survey Design · Bias in Survey Research · Statistics: Comparing Means · Quizzes Completed By: Wednesday, 10/31/18 at 6 PM AZ time. · Assignment Due: Wednesday, 10/31/18 at 6 PM AZ time.
4	· Experiments · Statistics: Cluster · Quizzes Completed By: Wednesday, 11/07/18 at 6 PM AZ time. · Assignment Due: Wednesday, 11/07/18 at 6 PM AZ time. · Exam 1: Wednesday, 11/07/18 at 6 PM AZ time.
5	Predictive Analytics · Statistics: Factor Analysis · Quizzes Completed By: Wednesday, 11/14/18 at 6 PM AZ time. · Assignment Due: Wednesday, 11/14/18 at 6 PM AZ time.
6	· Statistics: Linear Regression, Logistic Regression, Conjoint Analysis · Quizzes Completed By: Wednesday, 11/21/18 at 6 PM AZ time. · Assignment Due: Wednesday, 11/21/18 at 6 PM AZ time.
7	· Reporting Data – Qualitative · Reporting Data – Numerical · No Quizzes this Week · Assignment Due: Wednesday, 11/28/18 at 6 PM AZ time. · Exam 2: Friday, 11/30/18 at 6 PM AZ time.

### **Threatening Behavior Policy**

The university takes threatening behavior very seriously and these situations will be handled in accordance with the Student Services Manual, SSM 104-02  
<http://www.asu.edu/aad/manuals/ssm/ssm104-02.html>.

### **Disability Accommodations**

If you need an accommodation for a disability, you must register with the Disability Resource Center (DRC).

### **Copyright Material**

Students must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Information contained within this syllabus (except grading and absence policies) is subject to change.