PREREQUISITS:

MKTG 3710 is a Junior-level class. MKTG 3650 (Principles), DSCI 2710 (Stat 1), knowledge of word processing, spreadsheet, and PowerPoint software

RECOMMENDED MATERIALS:

Burns, Alvin C. and Ronald F. Bush, Marketing Research, Prentice Hall.

Regular reading of business publications such as Business Week, Fortune, or Wall Street Journal is recommended.

COURSE DESCRIPTION:

Decision-making involves making predictions about the future and a key element of all decision-making is the uncertainty associated with it. In other words, whenever we make any decision about anything we probably will not know whether the decision is right or not, until we implement decisions and get the results. So how do we predict things? For example, how are consumers going to behave tomorrow? How many units (or dollar value) are we going to sell? What profit are we going to make next quarter or year? Or what effect will a change in advertising copy have? The answer lies in the manner in which we use market intelligence, information, and data. Broadly, it involves –

- Identifying and defining the problem, both in terms of Marketing and Marketing Research (as opposed to symptoms),
- Identifying and collecting relevant information or data (secondary and primary),
- Analyzing and interpreting the data,
- Arriving at a conclusion or a solution, and
- Communicating the process and findings to the relevant stakeholders.

The problem is that there are no reliable ‘how to’ instruction manuals for making decisions. There are only broad guidelines. We become comfortable with this process and may be even adept at it only by doing it repeatedly. This is where this class comes in. Students will learn why, when, and how to conduct Market Research - primary and secondary data, data collection method, sampling, designing the data collection instrument or a questionnaire, measurement scales, sampling and data analyses. Students will be expected to make decisions using data and information (often inadequate and incomplete), and do so under uncertain environment – live project.

In summary, this class is about marketing decision-making using data and information. So numbers, statistics, calculations, and computations are an integral part of this course. In addition, you will have to deal with uncertainty and make decisions under uncertainty. During this process you will have to collect and use data and information, analyze data, interpret the results, and present your findings in writing and orally. For analyzing data you will learn and use SPSS.
COURSE OBJECTIVES:

This course is designed to introduce the students to the importance of information and data in decision-making. Stress will be on learning by applying textbook knowledge using projects. In other words, projects, assignments and cases will be pivotal for learning. In addition, this class is also designed to help students cope with uncertain situations faced by managers in the industry. Specifically, you will have an opportunity to:

1. Understand the role of information, marketing research and its processes, especially in the context of managerial decision-making.

2. Become familiar with what is done at each stage of a typical MR project, i.e., basic marketing research process. This involves problem formulation, research design, data collection and analysis, and presentation of findings.

3. Handle uncertain decision making situations and arrive at a decision or a solution under such uncertain circumstances (often with imperfect and incomplete data/information). In other words, you will have to make decisions under uncertainty.

4. Find (including how to) and use a wide variety of secondary marketing research data, especially those available in electronic libraries and on the Internet and WWW.

5. Gain knowledge (hands on experience) of marketing research using projects. This involves using all aspects of marketing research including a computer based statistical package (e.g., SPSS).

6. Understand the importance of measurement, scaling and questionnaire design issues in Market Research.

7. Understand common sampling techniques and how sample size is determined for Market Research projects.

8. Perform and interpret basic MR data analysis using SPSS software (descriptive statistics, and basic tests of differences and associations).


PHILOSOPHY AND EXPECTATIONS:

My expectation from this class (i.e., you and I) is captured in one of my favorite quotes from a fortune cookie at a Chinese Restaurant:

“By asking for the impossible we obtain the best possible.”

This course is difficult, challenging and will stretch you to your limits. However, with the right attitude and hard work (on your part), you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it. As regards my contribution, I can promise you that I shall give you my best. Of course, I also expect the best from you. This is the basic underlying philosophy behind this class (and for other classes and may be even life in general). Nothing else is worth it.

TECHNOLOGY REQUIREMENTS:

The “S” drive: The ‘S’ drive (the folder S:\slides\Paswan\Mktg3710) on the COBA network will be used to disseminate important documents to the class. Contents may be conveniently copied onto your own disk.

Software Used: In this class, SPSS will be used for data analyses. If you have your own computer running Microsoft Windows, you can easily access SPSS through VMware. You should quickly familiarize yourself with SPSS since you will need to use it to complete your assignments and research project. A series of introductory sessions will be conducted to get you started.
Calculators: This is a research class and calculations are an integral part of this class. Students are expected to carry a calculator and be prepared to use it at all times.

E-mail: You will need an e-mail address (I will only respond to the UNT outlook e-mails) and the ability to access the Internet. You will also need storage devices to save projects and download information. Knowledge of word processing, spreadsheet, and Power Point software is a must.

Computer labs: There are several computer labs in BLB and other campus locations. You may access the software necessary for this class at any of these labs. Keep in mind that computer labs fill up during peak times during the semester (i.e., at the end). Be sure to manage your projects so that you can obtain access to them in a timely fashion.

CLASS POLICIES AND CONDUCT:

Academic Integrity: Unless otherwise stated, all assignments and exams require individual effort. The minimum penalty for any form of cheating on any exam or assignment will be a zero score on that exam for the helped & helper. Of course, it could be much worse than that! Individual assignments that look too "similar", in my judgment, will be treated as done with unfair consultation. For more details on the UNT Academic Integrity Policy, please look at the following website - [http://vpaa.unt.edu/academic-integrity.htm](http://vpaa.unt.edu/academic-integrity.htm). I intend to follow the policies outlined on this web site.

Class Conduct: You will soon graduate and head out into the business world. Like every other profession, business and marketing professionals are also expected to function in a professional manner. In order to do well later on in your industry role, it would be a good idea to start practicing professional behavior right now in your college classes. After all practice makes one perfect. Therefore, professional conduct is expected in this class. Disturbing class proceedings in any manner is not acceptable, e.g.,

- Please do not sleep, read the newspaper, eat, drink, and chew gum, etc.
- Please do not make a habit of sauntering into the class late or leaving the class early. It is rude and it disturbs others. If you must do so (in an exceptional case) please let me know early enough.
- Please make sure that your cell phones are turned off.
- Please do not use laptops or other web surfing devices in the class.

To recap, please adopt a “professional” attitude toward this class, your colleagues, and all of your college experience. Fulfill your responsibilities and accomplish your tasks with pride. Employers are seeking individuals who are motivated and self-disciplined, especially when competing with many others for a limited number of opportunities. Excuses do not impress anyone, or get the job done, and hence will not help you either in class or in your work world. Only results and outcomes will help you in your career. While in college, take advantage of the opportunities presented to you, participate in professional activities, read (Newspapers, journals, and business literature), and more important have a positive attitude towards learning and knowledge. What you learn (knowledge, skills, and habits) here during your college years will help you tremendously in the future.

ADA Compliance: The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible. My office hours and number are shown on this syllabus.

Attendance: Attendance will be taken. Please do not show up late for a class and definitely do not leave in the middle. You may be marked absent in either case. If you come in after I have finished calling rolls, it is your responsibility to contact me immediately after the end of class and request a correction. I will do so at my discretion.

Any person who is absent for five or more classes will forfeit all doles such as bonus points, extra credits, and curves etc. on any exams or assignments. These penalties for absences may make it quite difficult to
receive a good grade in this class. Students will occupy the same seat from the second session onwards. In addition, attendance may be linked to class participation points.

Students sometime choose not to attend class and thereby miss important course related information covered during class. I will not spend time outside of class providing that missed information to any student on an individual basis.

Meetings outside the Class: You will need time to meet with your group to work on the group project. In addition, I expect to meet with each group to discuss the progress of projects several times during the semester.

Communication with the Professor: I believe that frequent and open communication between the professor and the student enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries. Please do not wait till the end of the semester to work on your grades. At that late stage I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit — which as a rule, I do not allow.

IMPORTANT ADMINISTRATIVE DATES:

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive 'F’ for the course at the end of the semester.

GRADING:

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and group projects. Specifically:

<table>
<thead>
<tr>
<th>Exam 1</th>
<th>100 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>100 points</td>
</tr>
<tr>
<td>Project (Part I)</td>
<td>100 points</td>
</tr>
<tr>
<td>Project (II)</td>
<td>100 points</td>
</tr>
</tbody>
</table>

TOTAL 400 points

As a rule there will be no curving. If I feel the need to curve, it would be done at the end of the semester after all the Exams and Projects points have been compiled and summated. No letter grade will be assigned for individual exam or project. Letter grades will be assigned only after summating (totaling) the points for all the Exams and Projects. This summated (or total) point will then be used for assignment of letter grades for the course as per the following scale:

90% + = A
80-89% = B
70-79% = C
60-69% = D
< 60% = F

Please remember that grades are earned not negotiated and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

Exams will contain both multiple choice and short essay questions. Contents from textbook, lecture notes, and all in-class work and discussions are fair game. In addition to conceptual and theoretical questions exams may contain questions that may require calculations and computations (it is a good idea to carry calculators at all times). The exams are designed to test both the depth and the breadth of your knowledge. It is not a good idea to concentrate on a few selected topics. It is mandatory that students take all exams.
Exams will not be reviewed in class. You may meet with me during office hours (or by appointment), if you wish to discuss your test.

In the preparation of exams, all possible care will be taken to avoid typographical and other errors. The instructor will have the sole discretion in excluding test questions that may contain inadvertent errors. Also, the instructor may choose to compensate for test questions that a vast majority of the students (at least 80% of the class) answer incorrectly. Again, this matter is dependent solely on the discretion of the instructor. If you disagree with any type of scoring in a test, please come by and see me during my office hours (or meet with me by appointment) and bring along a written complaint explaining your position and the basis of your contention. No requests for reviews will be entertained after two class meetings from the day a test score is announced.

Make up Exams: Exams must be taken during the regularly scheduled exam times. Under no circumstance will an exam be administered to one student (or a few) separately on a day different from the dates scheduled for the entire class. No makeup exams will be given except under extreme extenuating circumstances accompanied by a university-approved excuse.

Class Participation/Attendance: Attendance will be taken on a regular basis. During the course of the semester we may conduct in-class exercises involving chapter topics that are designed to enhance your understanding of marketing research. Or, brief projects will be assigned in class for turning in the following class period. It is assumed that all students will participate in these activities.

Additionally, keep in mind that I will try to set aside portions of class time for you to work on your group projects. This is in addition to the time set forth in the attached schedule for working on class projects. Excessive absence means that you could be missing important decision-making meetings regarding your project and your project grade and peer evaluation may suffer as a result. If you do miss a class session you should arrange to make up any work your group needs you to do and get lecture notes from a fellow student.

Research Projects are an important part of this course. Appropriate level of input, both qualitative and quantitative is essential. If you have a project of your own, please see me as soon as possible. The project is divided into two parts. For the first part students will be required to collect secondary data, define the marketing and research problem, and design a questionnaire for future (primary) data collection needs. This process and its outcomes will have to be presented in the form of a project report. The second part starts with a given data set and encompasses data analyses using SPSS statistical packages, prepare a report and present the findings. The projects will need fair amount of out of class work. This is in addition to the time spent on class preparation. These projects would require students to think and make decisions on their own. Students will be expected to make decisions under uncertain circumstances and with imperfect and incomplete data and information. The instructor will only aid in decision-making and not make the decision for the student. The process involves problem definition, identification of information and data (secondary and primary) needed, their source, e.g., Internet, library, census reports, research design, primary data collection methods, and questionnaire design, data analysis using SPSS, interpreting the results, and report writing. Spoon-feeding is not part of this course.

It is a group project and students must learn to work in a group to accomplish certain goals. After all, it is an essential part of business management. Students will form their own group. During the semester the group members will evaluate each other on a regular basis. I may rely on these evaluations in case a dispute occurs between group members. I also allow any group to throw out a non-contributing, non-performing, and/or disruptive group member/s.

Language is an important aspect of a project report. The rationale is that if you cannot communicate your ideas effectively, there is little chance of it getting accepted, used and rewarded. While presentation styles may differ across students, it is expected that all students use appropriate and correct language. Please make sure that you take care of grammar, spelling, sentence formation, etc., while preparing your report. One point will be deducted for each grammar and spelling mistake.
Due dates for completing various tasks and projects have been indicated in the ‘Tentative Schedule’ section. I reserve the right to deduct points for late submission. Every 24-hour delay beyond the assigned due date and time will result in a deduction of 25% in the grade for that submission only.

This is not a legal contract. It is only an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, and assessment and evaluation criteria. We will try to adhere to this as far as possible. However, depending upon the need of the class, the instructor reserves the right to change these and other policy requirements included in this document and announced in class.
Tentative Schedule  
MKTG 3710.001 [Fall 2014]

*The following schedule is tentative and may be revised.* It is intended to provide guidelines for the topics to be covered in class. Depending upon the level of difficulty the class is having, certain topics may require more time than others, and the class may deviate from the schedule occasionally. If such changes do take place, they will be *announced or distributed* in class. Revised schedules may include more or less chapters or topic areas than what has been listed below. Dates of exams are less likely to change. Please remember to pay attention to the dates at the top of all memorandums and notices. At any time, the most recent schedule will supersede all prior schedules.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 28</td>
<td>Introduction, Research Industry, report</td>
<td>Chapter 1, 2, 16 Project</td>
</tr>
<tr>
<td>2</td>
<td>Sept 4</td>
<td>The Research Process</td>
<td>Chapter 3 Exploratory</td>
</tr>
<tr>
<td>3</td>
<td>Sept 11</td>
<td>Research Designs</td>
<td>Chapter 4 Exploratory</td>
</tr>
<tr>
<td>4</td>
<td>Sept 18</td>
<td>Exploratory – Qualitative, Secondary</td>
<td>Chapter 5, 6 Exploratory</td>
</tr>
<tr>
<td>5</td>
<td>Sept 25</td>
<td>Descriptive Research – Survey</td>
<td>Chapters 7 Exploratory</td>
</tr>
<tr>
<td>6</td>
<td>Oct 2</td>
<td>Measurement and review</td>
<td>Chapters 8 Project-I due</td>
</tr>
<tr>
<td>7</td>
<td>Oct 9</td>
<td>Exam 1</td>
<td>Chapter 1-8 Exploratory</td>
</tr>
<tr>
<td>8</td>
<td>Oct 16</td>
<td>Sampling, sample size, descriptive</td>
<td>Chapter 9, 10 Descriptive</td>
</tr>
<tr>
<td>9</td>
<td>Oct 23</td>
<td>Data collection, Descriptive statistics</td>
<td>Chapter 11-12 Descriptive</td>
</tr>
<tr>
<td>10</td>
<td>Oct 30</td>
<td>Data Analysis – Difference tests</td>
<td>Chapter 13 Descriptive</td>
</tr>
<tr>
<td>11</td>
<td>Nov 6</td>
<td>Data Analysis – Difference &amp; Association</td>
<td>Chapter 13-14 Descriptive</td>
</tr>
<tr>
<td>12</td>
<td>Nov 13</td>
<td>Data Analysis – Association tests</td>
<td>Chapters 14 Descriptive</td>
</tr>
<tr>
<td>13</td>
<td>Nov 20</td>
<td>Data Analysis – Regression</td>
<td>Chapters 15 Descriptive</td>
</tr>
<tr>
<td>14</td>
<td>Nov 27</td>
<td>Thanks Giving Break</td>
<td>No class</td>
</tr>
<tr>
<td>15</td>
<td>Dec 4</td>
<td>Data Analysis – Review</td>
<td>Chapters 15 Project-II due</td>
</tr>
<tr>
<td>16</td>
<td>Dec 11</td>
<td>Final Exam</td>
<td>Chapters 9-15 In class</td>
</tr>
</tbody>
</table>

Please note: Class meets on Th 6:30-9:20 PM; BLB 255