PROBLEM IN LIEU OF THEESIS
CMHT 5920
Fall 2016

INSTRUCTOR:  Dr. Sanjukta Pookulangara
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OFFICE HOURS:  Monday/Wednesday: 11:30 am -1:30 pm
   Additional conference available by appointment

COURSE DESCRIPTION (3 hrs):

Students will gain practical experience implementing methodologies, evaluating data and correlating material to the study of consumer behavior. They will demonstrate mastery of qualitative and mixed-methods in research. They also learn the importance of objective evaluation when reporting results of research for publication. Students will contribute in developing a manuscript for potential publication in an academic journal OR a presentation at a conference.

OBJECTIVES: After successfully completing this course a student should be able to:
1. To encourage critical thinking through the application of theories and principles in real-world situations
2. To develop the process of orderly thinking and analysis that is required for logical decision-making.
3. To develop a diversity of perspectives.
4. Summarize the research process.
5. Formulate a comprehensive literature review using supporting theories and literatures.
6. Create a research design linking concept(s) to the research question.
7. Determine appropriate use of survey, field, and qualitative research designs.
8. Develop and deliver an instrument to measure concepts.
9. Write and present the findings and discussion of results

Required Text:


- Any readings that are posted on Blackboard

Blackboard: This course is enriched with a Black Board component. Therefore, students must know their EUID and password.
• academic standing with the university. Graduate students must maintain a minimum cumulative grade point average (CGPA) of 3.0 to remain in good academic standing.
• A graduate student is placed on academic probation at the end of any enrollment period in which the CGPA drops below 3.0.

ASSIGNMENTS

Weekly Check-in (5 points per week for 14 weeks = 70 points) – You will need to send me an email every Monday listing your progress every week starting from September 12, 2016-November 28, 2016.

The Research: The student’s grade will be determined by the amount of work and effort put into helping Dr. Pookulangara complete a research project. Depending on the project I expect each graduate student to contribute to the research process, which may include the following:
(1) Annotated bibliography
(2) Introduction/ Literature review
(3) Survey instrument development
(4) Collection of data
(5) Data entry and statistical analysis

Depending on the amount of contribution (and quality of writing), the graduate student will either be acknowledged in the final manuscript or designated as a second author.

Regardless of your specified topic, each student will follow the reporting standards as laid out by the American Psychological Association (APA) for manuscript structure and content (see Chapter 2 of the APA manual).

The projected outcome of this class is either a publication in an academic journal or a conference presentation.

Every written submission in this class must follow APA formatting.

The timeline for this class is as follows:
• September 26 – Introduction, this section will be 3-4 pages long and will follow APA format.
• October 10 – Literature Review – This is the critical aspect of your paper and needs to be detailed. This section will be 6-8 pages long.
• Data collection has to be completed by OR before October 31.
• November 14 – Coding completed
• November 21 – Analysis completed
• November 28 – Results and recommendations – this should be around 3-4 pages long.
• December 5 – Final Report
Introduction: (180 points): As a part of the course requirement you will have to gather relevant information and create literature review for a specific topic. You will be required to submit 3-4 pages. The introduction will lay the grounds for the research – here you need to stress why you are doing this study and should include the following:
1. Rationale of the study – 3-4 paragraphs
2. Significance of the study – 2-3 paragraphs
3. Purpose of the study - 1-2 paragraphs
The introduction has to follow APA format. Please email me your document as well as the articles in a zip file. There is no requirements to the number of articles, however, please remember the following rules:
1. No quotations in the paper, everything that you write needs to be paraphrased if it is from another source.
2. Paper written in third person format.
3. The sources should ideally be not more than ten years old.

Literature Review (200 points): This section will highlight specific topics that will add to the paper and should include the following:
1. Impact of social media in the retail industry
2. Use of social media in business globally
3. Twitter and its usage globally
4. Impact of culture on social media
5. Background of HM – NOT more than 2 paragraphs
Each topic has to be 2 pages long.

Conceptual Framework (10 points)
1. Explanation of grounded theory

Research Methodology (50 points): This will include information on the following:
1. Data Collection – Explain in detail.
2. Data Collection methodology and sampling method – 1 page
3. Statistical Analysis

Conclusion and Interpretation of the result (50 points) – This will be 2-3 pages long.

The following rubric will be used to grade each section of the assignment based on the following grading rubric.

Total Points Available for this class: 560 points
A: 504-560
B: 448 – 503
C: 392 – 447
D: 336 – 391
F: 335 and lower

Requirement for successful completion of your PILOT – Please acknowledge the receipt of this time line