MKTG 351: Marketing Research
SYLLABUS – SPRING 2020

COURSE SECTION: Section 001
MEETING TIME: Wednesday, 4:30 – 7:10pm
LOCATION: Robinson Hall B, Room 222
FINAL EXAM: Wednesday May 6th, 4:30 – 7:15pm

COURSE INSTRUCTOR: Dr. Jessica Hoppner
CONTACT INFORMATION: Email: jhoppner@gmu.edu (preferred)
Primary Office Phone: 703/993-1796

OFFICE:
Primary: 9900 Main Street, Office 211
On-Campus Drop-In: Marketing Faculty Office, Enterprise Hall, Room 175

OFFICE HOURS: Wednesday 3:00 – 4:00PM in Enterprise Hall 175
or by appointment (Please email to set up).

COURSE DESCRIPTION: Marketing Research presents the concepts and techniques underlying the marketing research process and their role in managerial decision making. This course focuses on the skills required to conduct a marketing research project: qualitative and quantitative research designs, instrument creation, sampling procedures, data collection, data analysis and reporting of findings.

PREREQUISITES: Completed MKTG 301/303 and BUS 310 or OM 210/211 with a C or higher

COURSE OBJECTIVES:
The objectives of this course are to:
- Introduce the marketing research process
- Design and conduct a comprehensive marketing research study, inclusive of research question development, data collection, data analysis, and data interpretation, and recommendation development.
- Become familiar with tools used in marketing research, including focus groups, online surveys, and statistical analysis software.

By achieving these objectives, this course will address many of the Undergraduate Learning Goals of the School of Business:
1. Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.
2. Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.
3. Our students will demonstrate technical and analytic skills appropriate for success in business.
4. Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.
5. Our students will demonstrate knowledge and skills appropriate for specialization in their majors.
6. Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

Students are responsible for being familiar with and following the directions found in this syllabus.
COURSE MATERIALS:
TEXT:

LECTURE & SUPPLEMENTARY MATERIALS:
All lecture and supplementary materials (e.g., research articles, research instruments, data files) will be posted on our course webpage on Blackboard. PowerPoint slides from class will be posted after class. Blackboard can be accessed via mymason.gmu.edu.

QUALTRICS ONLINE SURVEY SOFTWARE:
Qualtrics is available for free using the School of Business subscription. To create an account with your GMU-ID, go to: https://gmusom.qualtrics.com/. You must use this link to get a full account. Detailed directions on how to create a Qualtrics account are posted on Blackboard.

SPSS STATISTICAL SOFTWARE:
SPSS can be accessed remotely from your laptop for free using the Virtual Computing Lab. To access SPSS remotely, go to www.vcl.gmu.edu, and log-in with your Mason credentials. Detailed directions on how to log on are posted on Blackboard.


COURSE ASSIGNMENTS & GRADING POLICY:
Your grade will be determined by the total points that you earn on each of the graded assignments in this course. You may earn up to 1000 points during the course of the class. The point total of your graded assignments will be your final grade for this course. The graded assignments in the class will have the following point values:

EXAMS (Individual):
   Exam 1 250
   Exam 2 250

HOMEWORK ASSIGNMENTS (Individual):
(1) Human Subjects Training 25
(2) Focus Group Guidebook 25
(3) Survey Creation 25
(4) Online Survey 50
(5) Data Analysis 50

MARKETING RESEARCH STUDY (Team):
   Research Proposal 25
   Qualitative Presentation 125
   Quantitative Written Report 175

   TOTAL POINTS: 1000
Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>A+</td>
<td>970 - 1000</td>
</tr>
<tr>
<td>A</td>
<td>940 – 969</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
</tr>
<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 829</td>
</tr>
<tr>
<td>C+</td>
<td>770 – 799</td>
</tr>
<tr>
<td>C</td>
<td>700 – 769</td>
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<tr>
<td>D</td>
<td>600 – 699</td>
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<tr>
<td>F</td>
<td>0 – 599</td>
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FINAL GRADES WILL NOT BE “ROUNDED UP” AT THE END OF THE SEMESTER.

This course requires a minimum grade of a C to satisfy School of Business degree requirements, and students will not be permitted to make more than three attempts to achieve a C or higher in this course. Registration in this course will be prohibited beyond three attempts that resulted in a grade lower than C. If you have questions about this policy, please see an academic advisor in ENT 008.

Extra Credit: It is highly unlikely that any extra credit opportunities provided. On the off chance that they are, it will be offered to the entire class and not on an individual basis.

DETAILS ON COURSE ASSIGNMENTS:

EXAMS:
There will be two exams in this course. Each exam will only cover new material related to the class lecture topics up to the point of the exam. All material in this course (i.e., textbook, lectures, class discussions, supplemental articles, multi-media shown, handouts, software, etc.) may be used to derive exam questions. Exams can be a combination of multiple choice, short answer, and essay questions.

Exams will be closed book and closed notes – and must be completed independently. Electronic devices (i.e., cell phones, electronic translators, etc.) are not permitted during the testing times. Calculators and computers, only when explicitly stated, are allowed. Any unauthorized use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code.

Make-up Exams: Make-up exams will only be given in the case documented absences due to personal illness or family emergencies. Documentation must be provided before a make-up exam will be given. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class (e.g., vacations, etc.). Any make-up exam will cover the same material as the originally scheduled exam; however, the questions and format of the make-up exam may differ.

HOMEWORK ASSIGNMENTS:
There will be five homework assignments over the course of the semester. Homework assignments must be completed individually. Homework assignments MUST be submitted on Blackboard. No other form will be accepted. To be considered on-time, assignments must be submitted prior to the start of class on the due date. Blackboard provides an exact time-stamp of submission. No late homework submissions will be accepted. Directions for each homework assignment are posted on Blackboard.
MARKETING RESEARCH STUDY:
This course project will be a team-based project, where students design and conduct a marketing research study on a topic of their choice. All topics are subject to the approval of the professor. The marketing research study will consist of a research proposal, a qualitative presentation, and a quantitative written report.

- Research Proposal is due prior to the start of class on 02/05/20. Teams must meet in person with professor by 5:00PM on 02/07/20 to have research study topic approved.
- Qualitative Presentations will take place in class on 03/04/20. All materials must be submitted on Blackboard prior to the start of class. No late presentations will be accepted.
- Quantitative Written Reports are due before midnight on Friday 05/01/20. All materials must be submitted on Blackboard prior to the stated deadline. Late submissions will be penalized at a rate of 20% per day. No written reports will be accepted over 3 days late.

Detailed directions on the marketing research study are posted on Blackboard and will be discussed in class. Please read them carefully and follow the directions closely.

THE MASON HONOR CODE:

Academic honesty is important to maintaining the integrity of our university and ensuring that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting research you do not make-up data or findings. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment that is determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.
Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.

**COURSE POLICIES:**

**ATTENDANCE POLICIES:**
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is **YOUR** responsibility to find out from a classmate what you missed (both in terms of course material and announcements). Lectures will not be repeated.

**INCLEMENT WEATHER POLICY:**
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. If class is cancelled, the course schedule may need to be changed.

**RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES:**
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) to make acceptable arrangements. For religious calendar, see https://ulife.gmu.edu/religious-holiday-calendar/.
ANNOUNCEMENTS AND UPDATES:
Course announcements may be sent between class meetings via email. Any emails from me about this course will be sent to your GMU email address via Blackboard or from my GMU email address (jhoppner@gmu.edu). The emails will “MKTG 351” in the subject line. It is your responsibility to check your GMU email regularly.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the most direct method to contact me. You MUST use your GMU e-mail address. Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently I will not respond to emails from any other address. Make sure to plan your questions with enough time to receive a response. For instance, an email sent in the evening (6PM onward) will be responded to the following morning. Under normal circumstances, you should receive a reply within 24 hours.

CELL PHONE POLICY:
Cell phones are NOT allowed in class. All cell phones MUST be set to silent/vibrate and kept out of sight during class time. No cell phones may be used during exams.

COMPUTER POLICY:
Computers may be brought to class. It is highly recommended, required even, that a computer is brought to class during the classes covering method of conducting surveys, data analysis, and results reporting. We will be learning Qualtrics and SPSS and the best way to learn a new software is by doing. All other non-class related computer related activities should be kept to a minimum. No computers may be used during exams.

DISABILITY POLICY:
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. More information can be found on their website, ds.gmu.edu. All accommodations must be arranged through ODS.

SCHOOL OF BUSINESS COMMUNITY STANDARDS
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following:

Community Standards of Behavior:
- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.
DIVERSITY STATEMENT:
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.

http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

OTHER USEFUL CAMPUS RESOURCES:
- Writing Center: http://writingcenter.gmu.edu; (703) 993-1200
- University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
- Student Support and Advocacy Center: http://ssac.gmu.edu/
- Counseling and Psychological Services (CAPS): http://caps.gmu.edu; (703) 993-2380
- Learning Services: http://learningservices.gmu.edu/
- School of Business Academic Advising: http://business.gmu.edu/undergraduate/academic-advising/
- School of Business Career Services: http://business.gmu.edu/undergraduate/career-services/
- University Career Services: http://careers.gmu.edu
- IT Services: https://itservices.gmu.edu/help.cfm
- University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
**TENTATIVE SCHEDULE OF CLASS**

Key: [HW] = Homework; [IC] = In-Class; [RS] = Research Study

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Notes &amp; Assignments Due</th>
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<tbody>
<tr>
<td>Week 01</td>
<td>01/22/20</td>
<td>Course Overview&lt;br&gt;Marketing Research Overview&lt;br&gt;Marketing Research Process&lt;br&gt;Research Ethics</td>
<td>• Syllabus&lt;br&gt;• Ch. 1: All [~pgs. 2-11]</td>
<td>[IC]: Welcome Survey</td>
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<td>Week 02</td>
<td>01/29/20</td>
<td>Research Designs&lt;br&gt;Primary Data/Research vs. Secondary Data/Research&lt;br&gt;Research Proposals</td>
<td>• Ch. 3: Intro, 3-1, 3-2, 3-3, 3-4 [~pgs. 27-29, 33-34, 36-37]&lt;br&gt;• Ch. 4: Intro, 4-1, 4-2, 4-3 {Skim subsections} [~pgs. 43-45,48]&lt;br&gt;• Ch. 5: Intro, 5-1abcdefg [~55-60]&lt;br&gt;• Ch. 2: All [~pgs. 13-25]</td>
<td>[HW1]: Human Subjects Training.&lt;br&gt;[RS IC]: Teams finalized.&lt;br&gt;Met with teams.&lt;br&gt;Discuss potential research topics.</td>
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<td>Week 03</td>
<td>02/05/20</td>
<td>Focus Groups (Interviews)&lt;br&gt;Qualitative Data Analysis</td>
<td>• Ch. 3: 3-2a [~pgs. 29-32]&lt;br&gt;• Supplemental Materials on BB</td>
<td>[RS]: Research proposal.&lt;br&gt;[RS]: Teams must meet in person with professor by 5:00PM on 02/07/20 to have their research study topic approved.</td>
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<td>Week 04</td>
<td>02/12/20</td>
<td>Experiments Observations</td>
<td>• Ch. 3: 3-4, 3-4ab, 3-5, 3-5ab [~pgs. 36-41]&lt;br&gt;• Ch. 5: 5-3, 5-3abcd [~pgs. 62-67]</td>
<td>[HW2]: Focus group guidebook.&lt;br&gt;[RS IC]: Meet with teams.&lt;br&gt;Discuss Focus group guidebook.&lt;br&gt;Bring a hard copy of HW to class.</td>
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<td>Week 05</td>
<td>02/19/20</td>
<td>Exam #1</td>
<td>Unless noted, all material covered thus far can be on Exam #1.</td>
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<td>Week 06</td>
<td>02/26/20</td>
<td>Results: For Presentations&lt;br&gt;Research Study Project Day</td>
<td>[RS IC]: Time to meet with teams.</td>
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<tr>
<td>Week 07</td>
<td>03/04/20</td>
<td>RS: Qualitative Presentations</td>
<td>[RS]: All required study materials are due on Blackboard before class. All presentations will be given in class.</td>
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<td>Week 08</td>
<td>03/11/20</td>
<td>NO CLASS. Spring Break.</td>
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| Week 09 | 03/18/20 | Survey Development: Writing Questions & Measurement | • Ch. 7: All [~pgs. 83-95]  
• Ch. 8: 8-1e [~pgs. 101-106] |
| Week 10 | 03/25/20 | Questionnaire Design  
Survey Administration  
Online Survey Software: Qualtrics | • Ch. 8: All [~pgs. 97-111]  
• Ch. 6: All [~pgs. 69-81] |
|         |          |                                                     | **HW3**: Survey creation.  
[RS IC]: Meet with teams.  
Discuss survey questions.  
Bring a hard copy of HW to class.  
[IC]: Bring Computer. Qualtrics.  
*You must create a Qualtrics account prior to class.* |
| Week 11 | 04/01/20 | Sampling & Response Rates  
Errors in Survey Administration | • Ch. 9: All [~pgs. 113-123]  
• Ch. 10: All [~pgs. 125-135] |
|         |          |                                                     | **HW4**: Online survey.  
[RS IC]: Time to meet with teams. |
| Week 12 | 04/08/20 | Data Preparation  
Introduction to SPSS  
Data Analysis: Individual Variables | • Ch. 11: All [~pgs. 137-145] |
|         |          |                                                     | **IC**: Bring Computer. SPSS on VCL.  
*You must follow the directions provided to know how to log on to the VCL successfully prior to class.* |
| Week 13 | 04/15/20 | Data Analysis: Individual Variables (cont.)  
Data Analysis: Multiple Variables | • Ch. 12: Intro, 12-2, 12-3, 12-4, 12-5 [~pgs. 147-159] |
|         |          |                                                     | **IC**: Bring Computer. SPSS on VCL. |
| Week 14 | 04/22/20 | Data Analysis: Multiple Variables (cont.)  
Results: Data Visualization  
Results: For Reports | • Ch. 13: Intro, 13-1, 13-2, 13-3, 13-4, 13-4a, [~pgs. 160-168]  
• Ch. 14: All [~pgs. 173-187]  
• Supplemental Materials on BB |
|         |          |                                                     | **IC**: Bring Computer. SPSS on VCL.  
Chart making in Excel |
| Week 15 | 04/29/20 | Overflow or Research Study Project Day | |
|         |          |                                                     | **HWS**: Data analysis.  
[RS]: All written reports and related study materials are due on Blackboard before midnight on Friday 05/01/20. |
| Exam Week | 05/06/20 | Exam #2 | Unless noted, all material covered since Exam 2 can be on Exam 1. |

**NOTE: In response to unexpected events, this tentative course schedule may change.**