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MKTG 351: Marketing Research Techniques and Applications
SYLLABUS – Summer 2019

COURSE SECTION: Section 001
MEETING TIME: Monday and Wednesday, 7:20 PM-10:00 PM
LOCATION: TBD

COURSE INSTRUCTOR: Dr. Betsy Tretola (please use Dr. or Prof. Tretola)
OFFICE: Enterprise Hall, Room 126
OFFICE HOURS: Wednesday 5:00 to 6:00 pm and by appointment
CONTACT INFORMATION: Email: btretola@gmu.edu
Phone: 571/215-8754

COURSE DESCRIPTION: Marketing Research Techniques and Applications 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, data interpretation, and recommendations.
- Become familiar with tools used in marketing research, including focus groups, online surveys, and software for statistical analysis.

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.
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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.

COURSE MATERIALS:

TEXT:

LECTURE/SUPPLEMENTARY MATERIALS:
All materials from class (e.g., PowerPoint slides) will be posted immediately prior to or after class on Blackboard. Supplementary materials (research articles, research instruments, data files, etc.) will occasionally be posted on Blackboard. 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/ControlPanel/. You must use this link to get a full account. More detailed directions on how to create a Qualtrics account are posted on Blackboard.

SPSS STATISTICAL SOFTWARE:
SPSS 23.0 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. More 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 of this course. You may earn up to 1000 points during the course of the class. The graded assignments in the class will have the following point values:

INDIVIDUAL EXAMS (450 points):
Midterm Exam 200
Final Exam 200

TEAM MARKETING RESEARCH STUDY (300 points):
Written Report 1 (includes preliminary information from Focus Group) 100
Final Written Report (includes [modified] Written Report 1 + additional requirements) 250
Presentation

INDIVIDUAL HOMEWORK ASSIGNMENTS (250 points):
(1) Human Subjects 20
(2) Research Proposal 40
(3) Focus Group Guidebook 30
(4) Informed Consent Form 20
(5) Survey Creation 30
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>(6)</td>
<td>Online Survey</td>
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<tr>
<td>(7)</td>
<td>Data Analysis</td>
</tr>
<tr>
<td>(8)</td>
<td>Results PowerPoint</td>
</tr>
</tbody>
</table>

**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>930 – 1000</td>
</tr>
<tr>
<td>A-</td>
<td>900 – 939</td>
</tr>
<tr>
<td>B+</td>
<td>870 – 899</td>
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<tr>
<td>B</td>
<td>830 – 869</td>
</tr>
<tr>
<td>B-</td>
<td>800 – 829</td>
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<tr>
<td>C+</td>
<td>770 – 799</td>
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<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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</tbody>
</table>

This course requires a minimum grade of a C to satisfy School of Business degree requirements. You will not be able to enroll in MKTG 471 until you have successfully passed this course (and MKTG 312) with a C grade, no exceptions allowed. If you have questions, please see an academic advisor in ENT 008.

Please note: The University, the School of Business, and I consider a B to be a good grade. To earn an A, you must demonstrate an outstanding mastery of the course material. Grades at the end of the semester will not be rounded up.

*Extra Credit:* It is highly unlikely that there will be extra credit. Do not ask for extra credit; if it is determined to be needed, it will be announced and offered to the class, and not on an individual basis.

**DETAILS ON COURSE ASSIGNMENTS:**

**INDIVIDUAL EXAMS:**
There will be two exams in this course. The midterm will cover material related to the class lecture topics and assigned textbook chapters up to the point of the exam. The Final Exam will be cumulative and inclusive of all material covered in the course. All material in this course (i.e., lectures, class discussions, supplemental articles, multi-media shown, handouts, etc.) may be used to derive exam questions on each exam. 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 or during the review of exams. Calculators and computers, 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 and will be reported.

*Make-up Exams:* Make-up exams will only be given in the case of documented absences due to personal illness, family emergencies, religious holidays identified by the University, and University athletic schedules. There are no make-up exams to satisfy the convenience of the students enrolled in this class (e.g., vacations, cheaper airfare, weddings, family reunions, etc.). Documentation must be provided before a make-up exam will be given. Any make-up exam will cover the same material as the originally
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scheduled exam; however, the questions and format of the make-up exam may differ. Make-up exams may include more short answer and essay type questions than multiple choice format questions.

TEAM MARKETING RESEARCH STUDY:
This course project will be a team-based project, where students work together to 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 written report and a presentation. The final written report is due at the start of the final class and posted on Blackboard and in hard copy form. Any reports turned in after class has started will be considered late. Late submissions will be penalized at a rate of 15% per day. No written reports will be accepted over 3 days late. The final presentations will take place on the last day of class. See Schedule for more information. No late presentations will be accepted. Detailed directions on the marketing research study are posted on Blackboard. Please read them carefully and follow directions.

INDIVIDUAL HOMEWORK ASSIGNMENTS:
There will be eight homework assignments over the course of the semester. Each homework is based on an activity in the marketing research process and will be useful in completing the marketing research project. Homework assignments must be completed individually. Homework assignments MUST be submitted on Blackboard prior to the start of class on the due date. No other form will be accepted. No late homework submissions will be accepted. Detailed directions on each of the homework assignments are posted on Blackboard.

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 (e.g., exam, marketing research study, or homework assignment) that are 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 that follows).
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<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td>Plagiarism</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
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<tr>
<td>Cheating</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td></td>
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<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
</table>

COURSE POLICIES:

ATTENDANCE:
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).

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) in order to make acceptable arrangements. http://ulife.gmu.edu/calendar/religious-holiday-calendar/.

INCLEMENT WEATHER POLICY:
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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.

ANNOUNCEMENTS AND UPDATES:
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account via Blackboard and will include “MKTG 351” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the quickest 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. Under normal circumstances, you should receive a reply within 24 hours.

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 methods 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 or other electronic devices, such as tablets or translation software, may be used during exams.

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 or review of 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. All accommodations must be arranged through ODS.

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
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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/

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.

OTHER USEFUL CAMPUS RESOURCES:
Writing Center: (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://caps.gmu.edu/learning-services
University Career Services: http://careers.gmu.edu
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.
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**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>Assignments Due</th>
</tr>
</thead>
</table>
| Class 01 | 6/3/19 | Course Overview  
Marketing Research Overview  
Research Ethics  | • Syllabus  
• Ch. 1: Intro, 1-1, 1-2, 1-3, 1-5  
[~pgs. 3-8, 10-11] |                                                     |
| Class 02 | 6/5/19 | Marketing Research Process  
Research Designs  
Primary Data vs. Secondary Data  
Research Proposals | • Ch. 3: Intro, 3-1, 3-2, 3-3, 3-4  
[~pgs. 27-29, 33-34, 36-37]  
• Ch. 4: Intro, 4-1, 4-2, 4-3 [Skim subsections]  
[~pgs. 43-45,48]  
• Ch. 5: Intro, 5-1abcdefg [~55-60]  
• Ch. 2: All [~pgs. 13-25]  | [HW1]: Human subjects training.  
[RS]: Teams finalized. |
| Class 03 | 6/10/19 | Research Project Topic Discussion  
Focus Groups (Interviews) | • Ch. 3: 3-2a [~pgs. 29-32]  
• Supplemental Article(s) | [HW2]: Research proposal.  
[IC and RS]: Complete team documents provided in class. |
| Class 04 | 6/12/19 | Observations  
Experiments | • Ch. 5: 5-3, 5-3abcd [~pgs. 62-67]  
• Ch. 3: 3-4, 3-4ab, 3-5, 3-5ab  
[~pgs. 36-41] | [HW3]: Focus group guidebook.  
[HW4]: Informed consent form.  
[RS]: Finalize research study topic. |
| Class 05 | 6/17/19 | Survey Development:  
Writing Questions & Measurement | • Ch. 7: All [~pgs. 83-95]  
• Ch. 8: 8-1e [~pgs. 101-106] |                                                     |
| Class 06 | 6/19/19 | Midterm  Project Day (Second Half) to work in teams on Marketing Research Study | All material covered thus far could be included on the exam. |                                                     |
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<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topics</th>
<th>Reading</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>08</td>
<td>6/24/19</td>
<td>Questionnaire Design, Survey Administration, Online Survey Software: Qualtrics</td>
<td>Ch. 8: All [~pgs. 97-111], Ch. 6: All [~pgs. 69-81]</td>
<td>[HW5]: Survey creation (paper copy and bring hard copy of HW to class. [IC]: Bring Computer. You must create a Qualtrics account prior to class.</td>
</tr>
<tr>
<td>09</td>
<td>6/26/19</td>
<td>Sampling &amp; Response Rates, Errors in Survey Administration</td>
<td>Ch. 9: All [~pgs. 113-123], Ch. 10: All [~pgs. 125-135]</td>
<td>[HW5]: Survey creation entered into Qualtrics due. [IC]: Complete Marketing Major Electives Survey (extra credit).</td>
</tr>
<tr>
<td>10</td>
<td>7/1/19</td>
<td>Data Preparation, Introduction to SPSS, Data Analysis [SPSS]: Individual Variables</td>
<td>Ch. 12: 12-2, 12-2abc, 12-3, 12-3abc, 12-4, 12-4ab, 12-5, 12-5b [~pgs. 148-159]</td>
<td>[RS]: Written Report 1 due on Blackboard and in hard copy. [IC]: Bring Computer. SPSS on VCL. You must follow the directions provided on Blackboard to know how to log on to the VCL successfully prior to class.</td>
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<tr>
<td></td>
<td>7/3/19</td>
<td>July 4th week Work on project No Class</td>
<td></td>
<td>(IC) Bring Computer, SPSS on VCL (HW6) Online Survey</td>
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<tr>
<td>11 and 12</td>
<td>7/8 and 7/10/19</td>
<td>Work on surveys and MR Project in teams No Class</td>
<td></td>
<td>(HW6) Online Survey</td>
</tr>
<tr>
<td>13</td>
<td>7/15/19</td>
<td>Data Analysis [SPSS]: Multiple Variables, Presenting Results: Reports and Presentations</td>
<td>Ch. 13 and 14 All</td>
<td>[IC]: Bring Computer. SPSS on VCL. [HW7] Data Analysis (HW 8) Results Powerpoint Bring Computer</td>
</tr>
</tbody>
</table>
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<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Material/Instructions</th>
</tr>
</thead>
</table>
| Class 14 | 7/17/19 | Presenting Results: Reports and Presentations  | • Ch. 13  
• Ch. 14: All (pgs. 173-187)  
{HW7}: Data analysis  
{HW 8}: Results Powerpoint  
{IC}: Bring Computer |
| Class 15 | 7/22/19 | Marketing Research Study Presentations And Review for Final Exam | RS]: All Final Written Reports are due on Blackboard and in hard copy at beginning of class.  
[RS]: Team Evaluations are due  
[IC]: All presentations will be given. |
| Class 16 | 7/25/19 | Final Exam                                     | ** NOTE: In response to unexpected events, this course schedule may change. ** |