MKTG 351: Marketing Research Techniques and Applications

SYLLABUS
Fall 2012

COURSE SECTION: Section 002
MEETING TIME: Wednesday, 7:20 – 10:00pm
LOCATION: East Building, Room 122
FINAL EXAM: Wednesday December 12th, 2011; 7:30 – 10:15pm

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 and DESC 210/OM 210 with a C or higher Degree Status

COURSE INSTRUCTOR: Dr. Jessica Hoppner

OFFICE: Enterprise Hall, Room 130
OFFICE HOURS: Wednesday 2:00 – 3:30pm and by appointment
** Please email to schedule an appointment **

CONTACT INFORMATION:
TELEPHONE: 703/993-1796
EMAIL: jhoppner@gmu.edu
** Subject line of your emails MUST include MKTG 351 **
COURSE MATERIALS:

TEXT:
** The book cover has a picture of business people in suits.

SUPPLEMENTARY MATERIALS:
Supplementary materials (e.g., popular press articles, research instruments, data files, etc.) will occasionally be posted on the course website. If there are supplementary materials for a class lecture, they will be posted on the Friday before the scheduled class.

SOFTWARE:
SPSS statistical software will be used in this class. SPSS is available at most of the university computer labs or can be access remotely from your laptop. To access SPSS remotely, follow the following directions:
1. Go to www.vcl.gmu.edu, and log-in with your Mason credentials.
2. Click on “New reservation” and selected SPSS from the drop-down menu. Click on “create reservation”.
3. After the reservation is created, click on “connect”. Note the user ID and password.
4. Click on “RDP file” to connect to the remote desktop with SPSS with the user ID and password from step 3.
5. Once the remote desktop loads, the software icon should be on the left side of the screen. Double-click to open the software. Be patient as it will take a few moments to load.

COURSE WEBSITE:
Blackboard 9.1 will be used frequently in this course. For example, class materials (e.g., PowerPoint slides and supplemental materials) will be posted under the course content tab. This website can be accessed via mymason.gmu.edu. If you are properly registered for this class you should be able to click on the “courses” tab and find a listing for this class.

COURSE OBJECTIVES:
The objectives of this course are to:

- Introduce students to the marketing research process, the different types of marketing research, communication methods in marketing research, and marketing research techniques.
- Design and conduct a marketing research study as well as to be able to evaluate marketing research studies to make informed decisions.
- Become familiar with the analysis techniques appropriate to analyze both qualitative and quantitative data through using SPSS software.
By achieving these objectives, this course will address each of the following Learning Goals of the School of Management:

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

**CLASS STRUCTURE:**

This course incorporates three basic approaches:

First, marketing research concepts will be introduced through readings and lectures. The text provides a basic introduction to the concepts, and class lectures will be utilized to elaborate upon the information in the text.

Second, marketing research concepts will be applied through discussion, class exercises, and homework assignments. Class discussions will focus on examining how marketing research is used by firms and how its results are presented in the marketplace. Participation in class exercises will provide the opportunity to practice the different techniques and receive feedback on how to improve your developing skills. Homework assignments will serve as an avenue to perform the techniques on actual research subjects.

Third, the steps of marketing research process and marketing research techniques will be integrated within the development of a marketing research study and report. The marketing research study will be completed in teams.

**COURSE POLICIES:**

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

**E-MAIL CORRESPONDENCE:**
Outside of the designated class time and office hours, e-mail is the easiest and quickest method to contact me. Make sure to plan your questions regarding any exams or assignments with
enough time to receive a response. Under normal circumstances, you should receive a reply from me within 24 hours. You MUST use your “yourID@gmu.edu” e-mail address. I will not respond to emails from any other address. This policy will be strictly enforced due to federal privacy laws which state that I am not allowed to provide confidential information to any non-GMU e-mail addresses. For me to be able to easily differentiate emails regarding this course from my other courses, please include “MKTG 351” in the subject line of your email.

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 participate in in-class activities or to ask questions regarding the material. If you are absent from class, it is YOUR responsibility to find out from a classmate what you missed (both 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 within the first two weeks of the semester in order to make arrangements regarding graded course components.

INCEMENT WEATHER POLICY:
We 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 schedule of class subjects and assignments may need to be changed.

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 the ODS. Also, please let me know as soon as possible so that I will be able to be considerate of your needs.

COMPUTER POLICY:
Technology can greatly assist learning, but it can also be a distraction. Computers may be brought to class in order to assist with taking notes and on in-class assignments. It is highly recommended that a computer is brought to class during the classes covering data analysis. We will be using SPSS. All other computer related activities should be kept to a minimum. No computers may be used during exams.

CELL PHONE POLICY:
Cell phones can be a significant distraction within the class room. As such, all cell phones MUST be set to silent or vibrate during class time. If able, cell phones should be turned off during class. Emergencies may require the ability for you to be contacted during class. In the case of an emergency, quietly excuse yourself to answer your phone outside of the classroom. No cell phones may be used during exams.
HONOR CODE:
Academic honesty is important to maintaining the integrity of our university, which helps to ensure 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.

Assignments and exams that are determined to be in violation of the University Honor Code will result in a grade of zero. Infractions or appeals may be referred to the Honor Council for resolution.

Please consult the “Honor Code” section of the George Mason University Student Handbook for additional information about academic integrity.

GRADING:
You may earn up to 1000 points during the course of the class. Your grade will be determined by the total points that you earn. Each of the graded components of this course will be evaluated based upon their possible point values. The graded components in the class will have the following point values:

EXAMS:
- Exam 1: 150
- Exam 2: 150
- Final Exam (Cumulative): 150

MARKETING RESEARCH STUDY:
- Written Report: 150
- Presentation: 100

HOMEWORK ASSIGNMENTS:
- Research Example: 50
- Research Proposal: 50
- Focus Group Protocol: 50
- Experimental Design: 50
- Survey Questions: 50
- Data Analysis: 50

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>960 - 1000</td>
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<tr>
<td>A</td>
<td>940 – 959</td>
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<tr>
<td>A-</td>
<td>900 – 939</td>
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<tr>
<td>B+</td>
<td>870 – 899</td>
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<tr>
<td>B</td>
<td>830 – 869</td>
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<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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<td>D</td>
<td>600 – 699</td>
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<td>F</td>
<td>0 – 599</td>
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This course requires a minimum grade of a C to satisfy SOM 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.

Please note that the University considers a B to be a good grade. The School of Management considers a “B to be a good grade. I consider a B to be a good grade. I hope that there are many A’s in the class, but an A is a grade that is not earned automatically. To earn an A, you must demonstrate an outstanding mastery of the course material.

GRADED COMPONENTS:

EXAMS:
There will be three exams given throughout the semester. The first two exams will cover all new material related to the class lecture topics and assigned textbook chapters up to the point of the exam (i.e., lectures, class discussions, supplemental articles, multi-media shown, handouts, etc.). The final exam will be cumulative. Exams will be a combination of multiple choice, short answer, and essay questions.

Exams will be closed book and closed notes – and must be completed independently. Any use of electronic devices during the testing times will be interpreted as a violation of the University Honor Code. These devices include portable music players, cellular phones, electronic translators, and other similar devices. Calculators and computers, when stated, are allowed. Any student using such devices during an exam or any form of cheating during the exam will result in a grade of zero for the test.

Make-up exams, consistent with University policy, will only be given in the case of provable (i.e., documented) absences due to personal illness or family emergencies. Preplanned weddings, vacations and deep-discount airfares are not acceptable excuses. There are no make-
up exams or adjustments to satisfy the convenience of the students enrolled in this class. Do NOT ask regarding any of the latter reasons. The answer will always be NO.

Documentation must be provided before a make-up exam will be given. 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 and often will differ. The make-up exam will likely consist of detailed essay questions.

MARKETING RESEARCH STUDY:
The course project will be a group project, where students will work together in teams to design and conduct a marketing research study. The marketing plan will consist of a written report and a presentation.

Written Report:
A written marketing research report will be created by each team on a marketing topic of their choice. All topics must be approved by the instructor. The final marketing plan written report in hard copy form is due on 12/05/12 at the start of class. Late submissions will be penalized at a rate of 10% per day. No marketing plans will be accepted over a week late. More information on the expected report content, length, and format as well as a grading rubric will be discussed in class and posted on the course website.

Presentation:
Each team will prepare a presentation of their marketing research report. Structure, content, and style are key considerations for your presentation. Each member of the team MUST present a portion of the material. A hard copy of your slides (printed 3 slides per page) should be brought for the instructor on the day of your team’s presentation. Presentations will take place on 12/05/12. Presentation order will be decided first by volunteer and then by random order. It is expected that all students are present and attentive during each of the other team’s presentations. More information on the expected presentation content, length, and format as well as a grading rubric will be discussed in class and posted on the course website.

Teams:
Students will choose their own team members. The size of the teams will depend upon the final enrollment of this course. Teams will be finalized on 08/29/12. Any student who enrolls in this class late will be responsible for acquiring permission to join an already existing team. Teamwork is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work.

HOMEWORK ASSIGNMENTS:
There will be six homework assignments given throughout the semester. Homework assignments are to be completed by each student individually. Homework will serve to reinforce the concepts learned in class and will be assigned following our class lecture on: (1) Role of Research; (2) Marketing Research Process; (3) Qualitative Research; (4) Experiments; (5)
Survey Research; and (12) Data Analysis. Detail directions on each of the homework assignment are on the course website. Homework MUST be submitted on our course website (Blackboard) prior to the start of the next class period. No other form will be accepted. Late submissions will be penalized at a rate of 10% per day. No homework assignments will be accepted over a week late.

**TENTATIVE SCHEDULE OF CLASS**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments Due</th>
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</thead>
<tbody>
<tr>
<td>Week 01</td>
<td>08/29/12</td>
<td>Course Overview</td>
<td>Syllabus</td>
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<td></td>
<td></td>
<td>Role of Research and Ethics</td>
<td>Ch. 1; 4</td>
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<td></td>
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<td>Marketing Research Study</td>
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<tr>
<td>Week 02</td>
<td>09/05/12</td>
<td>Marketing Research Process</td>
<td>Ch. 3; 5</td>
<td>- Research Example</td>
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<td>Problem Definition</td>
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<tr>
<td>Week 03</td>
<td>09/12/12</td>
<td>Secondary Data Qualitative Research (1)</td>
<td>Ch. 7; 6</td>
<td>- Research Proposal</td>
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<tr>
<td>Week 04</td>
<td>09/19/12</td>
<td>Qualitative Research (2) Experiments</td>
<td>Ch. 10; 11</td>
<td>- Focus Group Protocol</td>
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<td>Week 05</td>
<td>09/26/12</td>
<td>Exam #1</td>
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<td>- Experimental Design</td>
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<td>Week 06</td>
<td>10/03/12</td>
<td>Survey Research</td>
<td>Ch. 8; 9</td>
<td>- Observation (EC)</td>
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<td>Week 07</td>
<td>10/10/12</td>
<td>Measurement</td>
<td>Ch. 13; 14</td>
<td>- Survey Questions</td>
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<td>Week 08</td>
<td>10/17/12</td>
<td>Questionnaire Design Sampling</td>
<td>Ch. 15; 16</td>
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<td>Week 09</td>
<td>10/24/12</td>
<td>Exam #2</td>
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<td>Week 10</td>
<td>10/31/12</td>
<td>Editing and Coding Data Analysis</td>
<td>Ch. 19; TBD</td>
<td>- Bring computer</td>
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<td>Week 11</td>
<td>11/07/12</td>
<td>Data Analysis</td>
<td>TBD</td>
<td>- Bring computer</td>
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<tr>
<td>Week 12</td>
<td>11/14/12</td>
<td>Data Analysis</td>
<td>Ch. 25; TBD</td>
<td>- Bring computer</td>
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<tr>
<td>Week 13</td>
<td>11/21/12</td>
<td>No Class. Thanksgiving Break.</td>
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<td>Week 14</td>
<td>11/28/12</td>
<td>TBA</td>
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<td>- Data analysis</td>
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<td>Week 15</td>
<td>12/05/12</td>
<td>Presentations</td>
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<td>- Written Report</td>
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<td></td>
<td>- Presentation</td>
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<tr>
<td>Exam Week</td>
<td>12/12/12</td>
<td>Final Exam</td>
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** Note that due to unexpected events, we may need to be flexible in the material covered. 