MKTG 351: Marketing Research Techniques and Applications

SYLLABUS
Spring 2014

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

COURSE OBJECTIVES:
The objectives of this course are for students to:
- Be introduced to the marketing research process
- Be able to design and conduct a comprehensive marketing research study
- Become proficient with tools used in marketing research, including online survey and statistical analysis software.

COURSE SECTION:  Section 001
MEETING TIME:  Tuesday, 4:30 – 7:10pm
LOCATION:  Enterprise Hall, Room 276

FINAL EXAM:  Tuesday May 13th, 4:30 – 7:15pm

COURSE INSTRUCTOR:  Dr. Jessica Hoppner
OFFICE:  Enterprise Hall, Room 130
OFFICE HOURS:  Tuesday 3:00 – 4:00pm and by appointment
** Please email to schedule an appointment **
TELEPHONE:  703/993-1796
EMAIL:  jhoppner@gmu.edu
** ALL EMAILS MUST COME FROM YOUR @GMU ADDRESS**
** Subject line of your emails MUST include MKTG 351 **
COURSE MATERIALS:

TEXT:
Exploring Marketing Research (10th Edition) by Zikmund and Babin.
(ISBN: 978-0-324-78844-0)
** The book cover has a picture of business people in suits**

COURSE WEBSITE:
Blackboard will be used frequently in this course. Class materials (e.g., PowerPoint slides, research articles, research instruments, data files, etc.) 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.

QUALTRICS ONLINE SURVEY SOFTWARE:
Qualtrics online survey software will be used in this class. Qualtrics is available for free using the School of Managements subscription. To create an account with your GMU-ID, go to: https://gmusom.qualtrics.com/ControlPanel/. Detailed instructions for how to create a Qualtrics account are posted on the course website.

SPSS STATISTICAL 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 at www.vcl.gmu.edu. Detailed instructions for how to log-on remotely to SPSS are posted on the course website.

CLASS STRUCTURE:
The course will be structured as follows:

1. 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.

2. Marketing research concepts will be applied through discussion, class exercises, and homework assignments. Discussions will focus on examining how marketing research is used by firms and how its results are presented. Class exercises will provide the opportunity to see how different techniques are used. Homework assignments will serve as an avenue to practice techniques and receive feedback on how to improve your developing skills.

3. Marketing research concepts will be integrated within the development of a marketing research study and report on a current topic of interest. 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 course materials and assignments. Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email and will include “MKTG 351” in the subject line.

E-MAIL CORRESPONDENCE:
Outside of class time and office hours, e-mail is the easiest way 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.

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 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 two weeks in advance of the event in order to make arrangements.

INCLEMENT 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 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.

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. 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.

COMPUTER POLICY:
Computers are allowed in class. It is highly recommended that a computer is brought to class during the classes covering online surveys and data analysis. We will be using Qualtrics and SPSS. All other computer related activities should be kept to a minimum. No computers 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.**

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

Any 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.

**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. The graded components in the class will have the following point values:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXAMS:</strong></td>
<td></td>
</tr>
<tr>
<td>Exam 1</td>
<td>200</td>
</tr>
<tr>
<td>Exam 2</td>
<td>200</td>
</tr>
<tr>
<td>Exam 3</td>
<td>200</td>
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<tr>
<td><strong>MARKETING RESEARCH STUDY:</strong></td>
<td></td>
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<tr>
<td>Written Report</td>
<td>150</td>
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<tr>
<td>Presentation</td>
<td>50</td>
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<tr>
<td><strong>HOMEWORK ASSIGNMENTS:</strong></td>
<td></td>
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<tr>
<td>Human Subjects Training</td>
<td>20</td>
</tr>
<tr>
<td>Research Proposal</td>
<td>25</td>
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<td>Focus Group Discussion Guide</td>
<td>25</td>
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<tr>
<td>Survey</td>
<td>50</td>
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<tr>
<td>Online Survey</td>
<td>30</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>50</td>
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<tr>
<td><strong>TOTAL POINTS:</strong></td>
<td>1000</td>
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</table>
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>
</tr>
<tr>
<td>A</td>
<td>940 – 959</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>
</tr>
<tr>
<td>D:</td>
<td>600 – 699</td>
</tr>
<tr>
<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: The University, the School of Management, and I consider a B to be a good grade. 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 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, articles, multi-media shown, handouts, etc.). Exams will be a combination of multiple choice, short answer, problem-solving, 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. Do NOT ask for a make-up for any of these 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; however, the format/questions of the make-up exam will often differ.
**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 research study 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 and finalized with the professor by **02/18/14**. The final marketing research report is due at the start of class on **04/29/14** 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 10% per day. No research reports will be accepted over a week late. More information on the written marketing research report 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 professor on the day of your team’s presentation. Presentations will take place on **04/20/14**. Presentation order will be decided 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 presentation will be discussed in class and posted on the course website.

**Teams:**
Students will be assigned to teams. The size of the teams (4-6) will depend upon the final enrollment of this course. **Teams will be finalized on 01/28/14.** Students who enroll in this class after that date will be assigned to an existing team. Team work can be challenging. Each student has the responsibility to contribute to making the team successful. More information on the team selection and evaluation process will be discussed in class and posted on the course website.

**HOMEWORK ASSIGNMENTS:**
There will be six homework assignments given throughout the semester. Homework assignments are to be completed by each student individually. These homework assignments are based on the activities of the marketing research process and will be useful in completing the marketing research study project. Detailed 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.
**TENATIVE SCHEDULE OF CLASS**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments Due</th>
</tr>
</thead>
</table>
| Week 01  | 01/21/14 | Course Overview  
Research Overview  
Research Ethics  
Marketing Research Study | Syllabus Directions  
Ch. 1; 4                      | - Human Subjects HW  
- Team Finalized              |
| Week 02  | 01/28/14 | Marketing Research Process  
Presenting Results  
Determining Research Questions  
Research Proposal | Ch. 3; 5; 25                         | - Proposal HW                  |
| Week 03  | 02/04/14 | Secondary Research  
Qualitative Research: Observations | Ch. 7; 6 (131-134); 10              |                                  |
| Week 04  | 02/11/14 | Qualitative Research: Focus Groups  
Experiments | Ch. 6 (rest); 11                           |                                  |
| Week 05  | 02/18/14 | Exam #1                                                                 | - Topic Finalized               |                                  |
| Week 06  | 02/25/14 | Survey Overview  
Measurement Scales  
Writing Survey Questions | Ch. 8 (189-191); 13; 14; 15 (371-377)  | - Focus Group HW               |
| Week 07  | 03/04/14 | Questionnaire Design  
Methods of Conducting Surveys | Ch. 15 (rest); 9                             | - Survey HW                     |
| Week 08  | 03/11/14 | Spring Break. No Class.                                            |                                  |                                  |
| Week 09  | 03/18/14 | Sampling  
Response Rates  
Errors in Survey | Ch. 15; 8 (rest)                       | - Bring Final Survey            |
| Week 10  | 03/25/14 | Exam #2                                                                 | - Qualtrics Account  
- Bring computer     |                                  |
| Week 11  | 04/01/14 | Online Survey: Qualtrics                                           |                                  | - Online Survey HW  
- Bring computer |
| Week 12  | 04/08/14 | Coding/Editing/Data Analysis: SPSS                                 | Ch. 19; 20                         |                                  |
| Week 13  | 04/15/14 | Data Analysis: SPSS                                                 | Ch. 21; 22                         | - Bring computer               |
| Week 14  | 04/22/14 | Project Day.                                                        |                                  | - Data Analysis HW             |
| Week 15  | 04/29/14 | Market Research Study Presentations                                 |                                  | - Written Report  
- Presentation               |
| Finals   | 05/13/14 | Exam #3                                                               |                                  |                                  |

** Note that due to unexpected events, we may need to be flexible in the material covered **