Professor Kevin P. Young  

Spring 2015 | MKTG 351-001  

Enterprise Hall (ENT) / Room 277 | Tuesdays from 4:30 p.m. to 7:10 p.m.

Course Instructor:  
Kevin P. Young  
Adjunct Professor of Marketing  
703-794-1100 office  
kyoung6@gmu.edu  
www.linkedin.com/in/kevinpyoung

Blackboard Page:  
http://mymason.gmu.edu  
201510.10977 MKTG-351-001 (Spring 2015)

Meeting Times:  
15 minutes before or after class or by appointment (via e-mail)

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.

COURSE PREREQUISITES: Completed MKTG 301 and DESC 210 / OM 210 with a C or higher Degree Status.

TEXTBOOK: “Exploring Marketing Research” (10th Edition) by William G. Zikmund and Barry J. Babin; Publisher: Cengage South-Western; ISBN: 978-0-324-78844-0 … NOTE: Used editions are accepted; original Qualtrics Printed Access Card and DVD are not required for this course.

BLACKBOARD: All course materials (Syllabus, PowerPoint slides, et al) – as well as relevant supplemental materials (research articles, research instruments, data files, et al) – will be posted on Blackboard via http://mymason.gmu.edu and 201510.10977 MKTG-351-001 (Spring 2015).

COURSE OBJECTIVES:
The objectives of this course are to ...

• Introduce the marketing research process;
• Design and conduct a comprehensive marketing research study from the development of the research question through data collection to the managerial recommendations;
• Become familiar with tools used in marketing research, including online survey and statistical analysis software.

By achieving these objectives, this course will address many of the following “Learning Goals” of the School of Business, including:

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.
COURSE POLICIES:

ATTENDANCE: Your 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 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 two weeks prior) in order to make acceptable arrangements.

INCLEMENT WEATHER POLICY: This class will operate in accordance with official University decisions about inclement weather cancellations. Please check the GMU website (http://info.gmu.edu/inclement.html) or the information line (703-993-1000) if the weather is questionable. If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES: E-mail announcements between classes may be sent. Any e-mails from me will be sent to your GMU e-mail account and will include “MKTG 351” in the subject line. It is also 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 e-mails from any other address. Please ensure 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, necessary even, that a computer is brought to class during the classes covering method of conducting surveys and data analysis. All other non-class related computer related activities should be kept to a minimum. No computers may be used during examinations.

SMART / CELL PHONE POLICY: Phones are NOT allowed in class. All 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 phones may be used during examinations.

DISABILITY POLICY: If you are a student with a disability and need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474 or http://ods.gmu.edu. All course accommodations must be arranged through ODS.

HONOR CODE: Academic honesty is important to maintaining the integrity of our university, which helps to ensure your degree will earn you the respect you deserve. Students are expected to follow the Honor Code as presented in the University's publications (re: http://oai.gmu.edu/the-mason-honor-code-2). 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 also see last page of this Syllabus and also consult the “Honor Code” section of the George Mason University Student Handbook or for additional information about academic integrity.


COURSE GRADING:

You may earn up to 1,000 points during the course of the class. Your grade will be determined by the total points you earn. Each of the graded components of this course will be evaluated based upon their possible point values. Graded components will have the following point values:

- Mid-Term Examination (Parts 1-3): 250 Points
- Final Examination (Parts 4-7): 250 Points
- 25 Chapter Homework Assignments: 250 Points
- Marketing Research Study: 250 Points
The quality of your learning will dramatically increase if you are well prepared for class. You will be provided with...
reading assignments to help you focus on the main concepts in the textbook chapters. The textbook is designed to help you read, understand and study. Do not fall behind in the reading. There is an extensive body of literature on learning that emphasizes not only preparation, but the practice of taking detailed notes in class. Each class has detailed PowerPoint presentations, but they are expanded upon during the lectures and discussions. Successful students tend to take detailed notes, review them after class, identify material that they are still unsure of after referring to the textbook, and then either contact the professor or bring them up at the next class. Course rules and “Secrets for Success” include:

1. Follow all the (above mentioned) “Course Policies” (Page 2).
2. You will all be treated as adults.
3. Attend class – and return from breaks – consistently and on time.
4. Be prepared for and laser focused on all discussions and all assignments.
5. Meet all inside and outside class commitments – on time, completely and to highest of quality.
6. Devote at least eight to 12 hours per week to reading, homework, preparing for this course and all required assignments.
7. Understand that we do not grade input (how much work you put into class). We can only grade output (homework assignments, tests, projects, et al), which is a result of devoting at least eight to 12 hours per week to reading, homework, preparing for this course and all required assignments.
8. We are 100% committed to maintain integrity of grading process for GMU in general and the School of Business in particular ...
9. ... Therefore, your final grade is your final grade. There is no “rounding off” or curving; please do not ask.
10. I may offer potential bonus points on the two examinations to acknowledge and reward students for materials covered in class.
11. No side conversations ... No eating ... No resting or sleeping.
12. Stay current on all your GMU e-mail and Blackboard postings.
13. If you have technical problems, contact the appropriate service desk(s) for resolution. I can assist as a last resort.
14. We want to remain as “paperless” as possible. You should have access to all required materials via Blackboard.
15. Please respect my (day-time / weekend) schedule, outside commitments and response time.

COURSE INSTRUCTOR: Kevin P. Young (www.linkedin.com/in/kevinpyoung)

Executive, Consultant and Adjunct Professor with long and successful history in planning and execution of Marketing, Business Development and Business Management strategy, programs, processes and metrics across multiple industries.

Achievements over 35 years include announcing AS/400 and RISC System/6000 for IBM, international expansion for Unisys, commercial expansion for SAIC and launching USA TODAY for Gannett. Honors include IBM’s Outstanding Achievement in Marketing Award, IBM’s Award of Excellence and (as site team) Malcolm Baldrige National Quality Award.

Consulting clients include Amdocs (Israel), Capgemini, Computer Sciences Corporation (CSC), Datatel, Deloitte, Deltek, ITT Exelis, Leidos, Markel and SCT (SunGard). Board memberships include Consequence of Sound (CoS) and Woodbine Woods Civic Association (WWCA).

Also serving as Adjunct Professor of Marketing for George Mason University’s School of Business and Volgenau School of Engineering. Courses include “Marketing in a Global Economy” (MSOM 303) for undergraduate Business minors; “Principles of Marketing” (MKTG 301) and “Marketing Research Techniques and Applications” (MKTG 351) for undergraduate Business majors; “Marketing of Innovations and Technology Products and Services” (TECM 741) for graduate students in the MS in Technology Management (MSTM) Program; “Engineering Marketing and Financial Analysis” (GSOM 697) for graduate students in the Volgenau School of Engineering; MBA courses “Marketing Management” (MBA 623) and “Marketing Decision Systems” (MBA 721); and Government Market Master™ Certificate Program for Executive Education.

Publication credits include Associated Press, Newhouse News Service (NNS), New York Daily News, Time-Life Books and Washington Technology. Speaking engagements include Chief Marketing Officer (CMO) Summit; Government Marketing Best Practices Forum; MarketingSherpa’s B-to-B Demand Generation Summit; Outsourcing Institute (OI) Vendor Summit; Sourcing Interests Group (SIG) Global Summit; and Association of Strategic Alliance Professionals (ASAP) Summit.

Academic credentials include BA degree from Iona College, MA degree from Fordham University, and studies at Columbia University’s Graduate School of Business and University of Richmond’s Robins School of Business.

Currently serving as Chief Strategy and Growth Officer for FIBERTEK, Inc. (www.fibertek.com), well-credentialed U.S. Federal Contractor providing Department of Defense (DoD), NASA, Government and Aerospace customers LASER, LADAR and optical instrumentation technologies typically used for fielded systems supporting hand-held, ground vehicle, ship, submarine, aircraft, unmanned aerial vehicle (UAV) and spaceflight platforms.
### COURSE DETAILED AGENDA:

<table>
<thead>
<tr>
<th>Class and Date</th>
<th>Readings and Lectures</th>
<th>Homework Assignments</th>
<th>Video Case Studies</th>
<th>Other Components</th>
</tr>
</thead>
</table>
| **Class 1 (1/20/15)** | Class 1 / Introduction:  
Chapter 1: The Role of Marketing Research  
Chapter 2: Information Systems and Knowledge Management  
Chapter 3: The Market Research Process  
Chapter 4: The Human Side of Marketing Research: Organizational and Ethical Issues  |  | Krispy Kreme  
Ben & Jerry's  
Wine.com  
IBM: Enterprise Resource Planning  
Black Forest Motors / Mercedes-Benz  
Fisher-Price Rescue Heroes  
Burton Snowboards  
Upjohn's Rogaine  
Goya  
Edward Jones  
Federal Express  
Nielsen Media Research Plays Rating Game  
Research Design at LSPMA  
Ready Made-Ready Research  
Walker Information Group  
Marketing Research and Sales Forecasting at Ogden Publications  |
| **Class 2 (1/27/15)** | Part 2 / Beginning Stages of the Research Process:  
Chapter 5: Problem Definition: Jump-Starting the Research Process  
Chapter 6: Qualitative Research Tools  
Chapter 7: Secondary Data Research in the Digital Age  |  |  |
| **Class 3 (2/3/15)** | Part 3 / Research Designs for Collecting Primary Data:  
Chapter 8: Survey Research: An Overview  
Chapter 9: Survey Research: Basic Methods of Communication and Respondents  
Chapter 10: Observation  |  |  |
| **Class 4 (2/10/15)** | Part 4 / Measurement Concepts:  
Chapter 13: Measurement  
Chapter 14: Attitude Measurement  
Chapter 15: Questionnaire Design  |  |  |
| **Class 5 (2/17/15)** | Part 5 / Sampling and Fieldwork:  
Chapter 16: Sampling Designs and Sampling Procedures  
Chapter 17: Determination of Sample Size: A Review of Statistical Theory  
Chapter 18: Fieldwork  |  |  |
| **Class 6 (2/24/15)** | Part 6 / Data Analysis and Presentation:  
Chapter 19: Editing and Coding: Transforming Raw Data into Information  
Chapter 20: Basic Data Analysis: Descriptive Statistics  
Chapter 21: Univariate Statistical Analysis  
Chapter 22: Bivariate Statistical Analysis: Differences Between Two Variables  
Chapter 23: Bivariate Statistical Analysis: Measures of Association  
Chapter 24: Introducing Multivariate Data Analysis  
Chapter 25: Communicating Research Results: Research Report, Oral Presentations, and Research Follow-Up  |  |  |
| **Class 7 (3/3/15)** | ***** MKTG 351-001 Mid-Term Examination: Parts 1, 2 & 3 *****  |
| **Class 8 (3/17/15)** | Part 4 / Measurement Concepts:  
Chapter 13: Measurement  
Chapter 14: Attitude Measurement  
Chapter 15: Questionnaire Design  |  |  |
| **Class 9 (3/24/15)** | Part 5 / Sampling and Fieldwork:  
Chapter 16: Sampling Designs and Sampling Procedures  
Chapter 17: Determination of Sample Size: A Review of Statistical Theory  
Chapter 18: Fieldwork  |  |  |
| **Class 10 (3/31/15)** | Part 6 / Data Analysis and Presentation:  
Chapter 19: Editing and Coding: Transforming Raw Data into Information  
Chapter 20: Basic Data Analysis: Descriptive Statistics  
Chapter 21: Univariate Statistical Analysis  
Chapter 22: Bivariate Statistical Analysis: Differences Between Two Variables  
Chapter 23: Bivariate Statistical Analysis: Measures of Association  
Chapter 24: Introducing Multivariate Data Analysis  
Chapter 25: Communicating Research Results: Research Report, Oral Presentations, and Research Follow-Up  |  |  |
| **Class 11 (4/7/15)** | Part 7 / Comprehensive Cases and Computerized Databases:  
Statistical Tables; Glossary of Frequently Used Symbols; Glossary; Endnotes; Index – For Review Only  |  |  |
| **Class 12 (4/14/15)** | ***** Marketing Research Study: Discuss, Present and/or Defend *****  |
| **Class 13 (4/21/15)** | ***** GMU Spring Break / No Class(es) *****  |
| **Class 14 (4/28/15)** | ***** Marketing Research Study: Discuss, Present and/or Defend *****  | **Presentation Videos (Time Allowing):**  
- Global Marketing Research at Activation  
- Information Resources, Inc. (IRI)  
- Harte-Hanks Data Technologies  
- Virtual Showcase  |  |
| **Class 15 (5/12/15)** | ***** MKTG 351-001 Final Examination: Parts 4, 5 & 6 *****  |  |  |

(* Specifics to be discussed / assigned in class; also to be posted on that class' PPT via Blackboard.*)
## School of Business Recommendations for Honor Code Violations

*Adopted by the faculty May 2012*

**UG-Non Freshman Students (including transfer students)**

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td>Plagiarism—failure to cite / attribute sources</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance; dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Plagiarism—representing someone else’s work as the student’s own</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance (at times of hearing and reenrollment if relevant); dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Cheating on an assignment, homework, class participation, or minor project</td>
<td>An F in the class; and Academic Integrity Seminar Attendance</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Cheating on a major project, test, or exam</td>
<td>An F in the class; Academic Integrity Seminar Attendance; and at least one semester suspension</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Egregious Violation [e.g., stealing an exam; submitting coursework from another class as original work; lying to an employer about academic performance]</td>
<td>Dismissal from the program; at least one year suspension; and attendance at Academic Integrity Seminar at the time of hearing and just prior to reenrollment</td>
<td>Expulsion</td>
</tr>
</tbody>
</table>