MKTG 351: Marketing Research Techniques and Applications

SYLLABUS
Spring 2016

COURSE SECTION: Section 002
MEETING TIME: Wednesday, 7:20 – 10:00pm
LOCATION: East Building, Room 122
FINAL EXAM: Wednesday May 4th, 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 301/303 and BUS 310 or OM 210/211 with a C or higher

COURSE INSTRUCTOR: Dr. Jessica Hoppner

OFFICE: Enterprise Hall, Room 130
OFFICE HOURS: By appointment. Please email to schedule.

CONTACT INFORMATION:
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:  

LECTURE/SUPPLEMENTARY MATERIALS:  
All materials from class (e.g., PowerPoint slides) will be posted 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/](https://gmusom.qualtrics.com/ControlPanel/). You must use this link to get a full account. More detailed directions on how to create an account are 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](http://www.vcl.gmu.edu), and log-in with your Mason credentials. More detailed directions on how to log on are on Blackboard.

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 following Learning Goals of the School of Business:

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:
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.

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.

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, necessary even, that a computer is brought to class during the classes covering method of conducting surveys and data analysis. 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.

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.

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.
THE MASON 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 Office of Academic Integrity 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:
   Midterm Exam                  250
   Final Exam                    250

MARKETING RESEARCH STUDY:
   Written Report                200
   Presentation                  50

HOMEWORK ASSIGNMENTS:
   (1) Human Subjects            25
   (2) Research Proposal          50
   (3) Focus Group Guidebook      40
   (4) Survey Creation            40
   (5) Online Survey              45
   (6) Data Analysis              50

TOTAL POINTS:                  1000
Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade:</th>
<th>Points Earned:</th>
</tr>
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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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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.

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 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.

GRADED COMPONENTS:

EXAMS:
There will be a midterm and a final exam. Each exam will only cover 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.). 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, make-up will only be given in the case of provable (i.e., documented) absences due to personal illness or family emergencies. There are no make-up exams or adjustments to satisfy the convenience of the students enrolled in this class (e.g., vacations, cheaper airfare, 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 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 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 topic of their choice. All topics must be finalized and approved by the professor by 02/10/16. The final written report is due at the start of class on 04/27/16 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 research reports will be accepted over a week late. More information on the written research report is provided in the “Market Research Study Directions” posted on Blackboard.

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 04/27/16. No late presentations will be accepted. More information on the research presentation is provided in the “Market Research Study Directions” posted on Blackboard.

Teams:
Students will be assigned to teams. The size of the teams will depend upon the final enrollment of this course. Teams will be finalized on 01/27/16. Students who enroll in this class after that date will be assigned to an existing team. More information on the team selection and evaluation process will be posted on Blackboard.

HOMEWORK ASSIGNMENTS:
There will be six homework assignments over the course of the semester. Homework assignments must be completed individually. Each homework is based on an activity in the marketing research process and will be useful in completing the marketing research project. Detailed directions on each of the homework assignment are on Blackboard. Homework 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.
## **Tentative 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** | 01/20/16  | Course Overview  
Marketing Research Overview  
Research Ethics                | • Syllabus  
• Ch. 1: Intro, 1-1, 1-2, 1-3, 1-5  
[~pgs. 3-8, 10-11]                |                                                                                                             |
| **Week 02** | 01/27/16  | Marketing Research Process  
Research Designs  
Primary Data vs. Secondary Data  
Research Proposals                | • Ch. 1: 1-4  
• 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  
• Ch. 2: All  
[~pgs. 13-25]                | [HW1]: Human subjects training.  
[RS]: Teams finalized.            |
| **Week 03** | 02/03/16  | Research Project Topic Discussion  
Focus Groups                        | • Ch. 3: 3-2a  
• Supplemental Article(s)                      | [HW2]: Research proposal.                                                   |
| **Week 04** | 02/10/16  | Observations  
Experiments                             | • Ch. 5: 5-3, 5-3abcd  
• Ch. 3: 3-4, 3-4ab, 3-5, 3-5ab  
[~pgs. 36-41]                      | [HW3]: Focus group guidebook.  
[RS]: Finalize research study topic. |
| **Week 05** | 02/17/16  | Midterm Exam                                                                  | All material covered thus far could be included on the midterm exam.       |                                                                                                             |
| **Week 06** | 02/24/16  | Survey Development:  
Writing Questions & Measurement                      | • Ch. 7: All  
• Ch. 8: 8-1e  
[~pgs. 83-95, 101-106]           |                                                                                                             |
| **Week 07** | 03/02/16  | Questionnaire Design  
Survey Administration  
Online Survey Software: Qualtrics       | • Ch. 8: All  
• Ch. 6: All  
[~pgs. 97-111, 69-81]           | [HW4]: Survey.  
Bring hard copy of HW to class.  
[IC]: Bring Computer.  
You must create a Qualtrics account prior to class. |
| **Week 08** | 03/09/16  | NO CLASS. Spring Break.                                                        |                                                                          |                                                                                                             |
| Week 09 | 03/16/16 | Sampling & Response Rates  
Errors in Survey Administration | • Ch. 9: All [~pgs. 113-123]  
• Ch. 10: All [~pgs. 125-135] | [HW5]: Online Survey. |
|---|---|---|---|---|
| Week 10 | 03/23/16 | Project Day | • Ch. 14: Intro, 14-1ab, 14-2ab  
[~pgs. 173-181] | |
| Week 11 | 03/30/16 | Data Preparation  
Introduction to SPSS | • 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 12 | 04/06/16 | Data Analysis [SPSS]: Individual Variables  
Presenting {Individual Variables} Results | • Ch. 12: 12-2, 12-2abc, 12-3, 12-3abc, 12-4, 12-4ab, 12-5, 12-5b  
[~pgs. 148-159]  
• Ch. 14: 14-3abcd [~pgs. 181-185] | [IC]: Bring Computer. SPSS on VCL. |
| Week 13 | 04/13/16 | Data Analysis [SPSS]: Multiple Variables  
Presenting {Multiple Variables} Results | • Ch. 13: Intro, 13-1, 13-2, 13-3, 13-4, 13-4a, 13-5  
[~pgs. 161-171]  
• Ch. 14: 14-3abcd [~pgs. 181-185] | [RS]: Bring Computer. SPSS on VCL. |
| Week 14 | 04/20/16 | Project Day | | [HW6]: Data analysis. |
| Week 15 | 04/27/16 | Research Report Presentations | | [RS]: All written reports are due.  
All presentations will be given. |
| Exam Week | 05/04/16 | Final Exam | All material covered since the midterm could be included on the final exam. | |

** NOTE: In response to unexpected events (e.g., inclement weather), the schedule for this course may change. **