MBA 721-001 COURSE DESCRIPTION: “Marketing Decision Systems” presents the concepts and techniques underlying the marketing research process and their critical 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.

MBA 721-001 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; and become familiar with tools used in marketing research, including online survey and statistical analysis software.

MBA 721-001 COURSE PREREQUISITES: Completion of MBA core requirements, or permission of Instructor.

MBA 721-001 TEXTBOOK: “Exploring Marketing Research” (10th Edition) by William G. Zikmund and Barry J. Babin; Publisher: Cengage South-Western; ISBN: 978-0-324-78844-0 ... Summary: “Provides a thorough guide to the design, execution, analysis and reporting of marketing research to support effective business decisions. The text prepares you to approach marketing research from a management perspective rather than as a hands-on practitioner, providing valuable business context while introducing both traditional research methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. In addition to updates based on recent trends and technology, the new 11th Edition features an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research” ... NOTE: Used editions are accepted and encouraged; original Qualtrics Printed Access Card and DVD are not required for this course.

MBA 721-001 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 201510.16972 MBA-721-001 (Spring 2015).

MBA 721-001 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 module 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 “MBA 721” 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.

GMU COMMUNITY STANDARDS OF BEHAVIOR: The mission of the School of Business (SOB) 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 SOB 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; and 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. SOB 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 SOB. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

GMU 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 Page 6 of this Syllabus and also consult the “Honor Code” section of the George Mason University Student Handbook or for additional information about academic integrity.

OTHER GMU POLICIES: University Catalog (http://catalog.gmu.edu) and University Policies (http://universitypolicy.gmu.edu).

GMU ARLINGTON OFFICE INFORMATION: The MBA / MSM / REAL Programs office in Arlington is in Founders Hall (3351 Fairfax Drive, Arlington, VA 22201). We are on the 4th Floor of the building just to the east of the elevator lobby. This is a large suite of offices, and student lounge / breakout space, and has a swipe card access at the main entrance.
MBA 721-001 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Chapter Homework Assignments:</td>
<td>250</td>
</tr>
<tr>
<td>Class Preparation, Responsiveness and Participation:</td>
<td>100</td>
</tr>
<tr>
<td>Team Marketing Research Study / Report:</td>
<td>250</td>
</tr>
<tr>
<td>Team Marketing Research Study / Presentation:</td>
<td>250</td>
</tr>
<tr>
<td>Individual Course Essay:</td>
<td>150</td>
</tr>
<tr>
<td>TOTALS</td>
<td>1,000</td>
</tr>
</tbody>
</table>

GRADES WILL BE ASSIGNED by points as follows:

- More than 960 = A+
- 940 to 959 = A
- 900 to 939 = A-
- 870 to 899 = B+
- 830 to 869 = B
- 800 to 829 = B-
- 770 to 799 = C+
- 700 to 769 = C
- 600 to 699 = D
- Fewer than 600 = F

ABOUT THE 25 CHAPTER HOMEWORK ASSIGNMENTS (250 POINTS): Homework will be assigned each week and will be due by 11 p.m. Eastern the Sunday before the next class. Homework will include completely answering all assigned questions found in the respective chapters. Each chapter’s answers will be worth 10 points; late submissions only will be accepted within 72 hours and will be worth five points. Submissions must be via MS Word; with the chapter number(s) and your name clearly stated on the e-mail subject line as well as on your attached document. Please see the Course Agenda on Page 6 for dates and further information.

ABOUT THE CLASS PREPARATION, RESPONSIVENESS AND PARTICIPATION (100 POINTS): In a masters-level program, there are high expectations of all students in the area of class participation. We expect you to make every effort to attend every session; come to class prepared to discuss both the assigned readings and the case(s) for the week; share relevant experiences and knowledge related to the topics we discuss; and make thoughtful contributions. If you cannot attend on a given date, it is your responsibility to understand what you have missed and quickly get caught up. To earn a high score in class participation, your contributions must excel in both quantity and quality. In terms of Class Discussions, your aggregate contributions will be considered as “Outstanding,” “Good,” “Adequate,” “Non-Participant” or “Unsatisfactory Contributor”; and graded accordingly. Please also stay current on all your GMU e-mail and Blackboard postings. In addition, please do not put additional burden on your teammates in planning, researching, developing and/or delivering against all requirements of all course commitments, which include attendance, in-class and out-of-class participation, and being responsive to follow-up communications. Please remember each member has a responsibility to make their team work and – as an incentive to assure across-the-board cooperation – each member will confidentially evaluate all members of their team at the end of the semester. Please see the Course Agenda on Page 6 for dates and further information.

ABOUT THE MBA 721-001 TEAM MARKETING RESEARCH STUDY: WRITTEN REPORT (250 POINTS) AND CLASSROOM PRESENTATION (250 POINTS): Your team will research, develop, validate and deliver a Marketing Research Study / Written Report; and your team will research, develop, validate and deliver a Marketing Research Study / Classroom Presentation. The topic will be marketing smart phones – potentially Apple iPhone®, Google Nexus®, HTC One®, LG®, Motorola Droid®, Nokia Lumia®, Samsung Galaxy® or Sony Xperia® – to the growing Hispanic “Y and Z Generation” population in the U.S.; the former born between 1977 and 1994 and the latter born 1994 onward. Your team will demonstrate your overall comprehension of MBA 721-001 course – qualitative and quantitative research designs, instrument creation, sampling procedures, data collection (primary and secondary), data analysis and reporting of findings, et al – via the research, design, development and delivery of this Marketing Research Study in the form of a Written Report and a Classroom Presentation. Your team will leverage plans, practices, processes and methodologies via our textbook, classroom lectures, PowerPoint presentations, case studies, supplemental materials, et al. One-half of your Marketing Research Study grade will be based on the Written Report (250 points) and one-half on the Classroom Presentation (250 points). The latter will comprise of a 30- to 45-minute PowerPoint (full team) presentation, including questions from the class and instructor, on Thursday, June 25, 2015. IMPORTANT NOTES: There will be team requirements to meet and work on this project outside of the allocated class time; “virtually” is OK. All primary data analysis must be demonstrated and presented via MS Excel spreadsheet(s). All research collection must meet the Informed Consent requirements of the U.S. Department of Health and Human Services (HHS) as well as GMU’s Office of Research Integrity and Assurance. Please see the Course Agenda on Page 6 for dates and further information; teams to be announced; and much more information to be shared in class and available via Blackboard.
ABOUT THE MBA 721-001 INDIVIDUAL COURSE ESSAY (150 POINTS): Students will demonstrate, on an individual basis, their overall comprehension of the course and all related terminology, functions, institutions and philosophy of the concepts and techniques underlying the Marketing Research process and their critical role in managerial decision making. Students will leverage course lectures, case studies, readings, class discussions, team project(s), and other classroom and external resources – by researching, writing and delivering a Final Essay answering the request to “Compare and contrast current Marketing Research practices, processes, methodologies, measurements, vehicles and channels in the area(s) of ‘Business-to-Government’ (B-to-G) Marketing Research, ‘Business-to-Business’ (B-to-B) Marketing Research and ‘Business-to-Consumer’ (B-to-C) Marketing Research.” The essay should be between 3,000 words and 4,000 words; double-spaced, Times New Roman, 12-point font, and 1-inch margins. Further information will be provided during classes. Please see the Course Agenda on Page 6 for dates and further information.

MBA 721-001 SECRETS FOR SUCCESS:
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 (aforementioned) “Course Policies” (See Pages 1-2).
2. You all will 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.

MBA 721-001 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, LIDAR and optical instrumentation technologies typically used for fielded systems supporting hand-held, ground vehicle, ship, submarine, aircraft, unmanned aerial vehicle (UAV) and spaceflight platforms.
## MBA 721-001 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** (4/23/15) | Part 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 | Introductions, Syllabus and Expectations |
| **Class 2** (4/30/15) | 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 | | Black Forest Motors / Mercedes-Benz  
Fisher-Price Rescue Heroes  
Burton Snowboards  
Upjohn's Rogaine | Team Marketing Research Study: Written Report and Classroom Presentation / Design and Development |
| **Class 3** (5/7/15) | 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  
Chapter 11: Experimental Research: An Overview  
Chapter 12: Test-Markets and Experimental Design | | Goya  
Edward Jones  
Federal Express  
Nielsen Media Research Plays Rating Game | Team Marketing Research Study: Written Report and Classroom Presentation / Design and Development |
| **Class 4** (5/14/15) | Part 4 / Measurement Concepts:  
Chapter 13: Measurement  
Chapter 14: Attitude Measurement  
Chapter 15: Questionnaire Design | | Research Design at LSPMA  
Ready Made- Ready Research  
Walker Information Group  
Marketing Research and Sales Forecasting at Ogden Publications | Team Marketing Research Study: Written Report and Classroom Presentation / Design and Development |
| **Class 5** (5/21/15) | 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 | | Presentation Videos (Time Allowing):  
- Global Marketing Research at Activation  
- Information Resources, Inc. (IRI)  
- Harte-Hanks Data Technologies Virtual Showcase | Team Marketing Research Study: Written Report and Classroom Presentation / Development and Delivery |
| **Class 6** (5/28/15) | 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 | | | Team Marketing Research Study: Written Report and Classroom Presentation / Development and Delivery |
| **Class 7** (6/4/15) | Part 7 / Comprehensive Cases and Computerized Databases:  
Statistical Tables; Glossary of Frequently Used Symbols; Glossary; Endnotes; Index – For Review Only | | | Individual Course Essays Development |
| **Class 8** (6/11/15) | | | | Team Marketing Research Study: Written Report and Classroom Presentation / Development and Delivery |
| **Class 9** (6/18/15) | | | | Individual Course Essays Development |
| **Class 10** (6/25/15) | *** MBA 721-001 Team Marketing Research Study Presentations: Discuss and/or Defend *** | | | |
| **FINAL DAY, Saturday (6/27/15)** | *** Submit (online) MBA 721-001 Individual Course Essays … Submit online Peer Evaluations *** | | | |
(* Specifics to be discussed / assigned in class; also to be posted on that class' PPT via Blackboard.)