☐   MKTG 2100

Professor:
Preferred Method of Contact:
Office Hours:

Course Description

The purpose of this course is to prepare you to design, conduct, and evaluate research reports, with a focus on marketing surveys. The course will provide hands-on experience formulating a research objective, developing a questionnaire, sampling, collecting and analyzing data, reporting, and managing projects.

General Expectations

Active Participation

To maximize learning, active participation is required and highly recognized in this course. Materials, topics, and online discussions that take place in this online course are an essential

part of the course materials. Please be prepared to assume responsibility for proactively seeking out materials, announcements, and activities shared in this class.

Timely Completion

The course is full of small and large activities, and projects to test your understanding. You will only get a fraction of the benefit from the material if you only put in a fraction of the effort. You'll get the most benefit if you complete all the activities and projects.

Curiosity

The content taught in this course builds a foundation. You are encouraged you to take advantage of the resources built into the modules and get curious about the topics you're learning.

Persistence

There will inevitably be moments of challenge in this course. Life happens and may get in the way. That's OK. Just keep moving forward.

Getting Help

There is no required textbook for this course. You will find the assigned materials for each week within the Canvas modules. You'll need access to Qualtrics, Survey Monkey or some similar survey tool. If you are interested in using Qualtrics please contact your instructor for details.

If you feel that the articles and videos compiled for this class are a little advanced, or if you prefer a more traditional style of study, please purchase the optional textbook below: (You will find the corresponding chapters to each section in the "Get Help" section of the modules.)

Course Materials

[Essentials of Marketing Research 4th Edition](https://www.amazon.com/LooseLeaf-Essentials-Marketing-Research-Joseph/dp/0078112117/ref=pd_cp__14_1?pd_rd_w=Fn5UV&pf_rd_p=ef4dc990-a9ca-4945-ae0b-f8d549198ed6&pf_rd_r=D9P55548N6EAR2G9H76G&pd_rd_r=4f14e5e7-ab49-4b4e-a2cc-7f1760a9a066&pd_rd_wg=kPfAM&pd_rd_i=0078112117&psc=1&refRID=D9P55548N6EAR2G9H) (https://www.amazon.com/LooseLeaf-Essentials-Marketing-Research-Joseph/dp /0078112117/ref=pd_cp__14_1? p d_rd_w=Fn5UV&pf_rd_p =ef4dc990-a9ca-4945-ae0b-f8d549198ed6&pf_rd_r=D9P55548N6EAR2G9H76G&pd_rd_r=4f14e5e7-ab49-4b4e-a2cc-7f1760a9a066&pd_rd_wg=kPfAM&pd_rd_i=0078112117&psc=1&refRID=D9P55548N6EAR2G9H

by [Hair Jr., Joseph F.](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Hair++Jr.%2C+Joseph+F.&text=Hair++Jr.%2C+Joseph+F.&sort=relevancerank&search-alias=books) (https://www.amazon.com/s/ref=dp_byline_sr_book_1? ie=UTF8&field-author=Hair++Jr.%2C+Joseph+F.&text=Hair++Jr.%2C+Joseph+F.&sort=relevancerank&search alias=books) , [Mary Celsi](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Mary+Celsi&text=Mary+Celsi&sort=relevancerank&search-alias=books) (https://www.amazon.com/s/ref=dp_byline_sr_book_2? ie=UTF8&field-author=Mary+Celsi&text=Mary+Celsi&sort=relevancerank&search-alias=books) , [Robert P Bush](https://www.amazon.com/s/ref=dp_byline_sr_book_3?ie=UTF8&field-author=Robert+P+Bush&text=Robert+P+Bush&sort=relevancerank&search-alias=books) (https://www.amazon.com/s/ref=dp_byline_sr_book_3? ie=UTF8&field-author=Robert+P+Bush&text=Robert+P+Bush&sort=relevancerank&search-alias=books) , [David J. Ortinau](https://www.amazon.com/s/ref=dp_byline_sr_book_4?ie=UTF8&field-author=David+J.+Ortinau&text=David+J.+Ortinau&sort=relevancerank&search-alias=books) (https://www.amazon.com/s/ref=dp_byline_sr_book_4? ie=UTF8&field-author=David+J.+Ortinau&text=David+J.+Ortinau&sort=relevancerank&search-alias=books)

Additionally, optional lessons from Lynda.com will be recommended throughout the semester. Additionally, you're encouraged to periodically refer to Qualtrics' eBooks and templates for additional reading. (**https://www.qualtrics.com/ebooks-guides/** (https://www.qualtrics.com/ebooks-guides/)).

Learning Outcomes

It is expected that upon completion of this course, you will be able to:

- Exhibit an understanding of the principles of measurement and survey methods
- Recognize the advantages and disadvantages of the various research tools available to marketers
- Conduct primary and secondary research
- Perform analysis of demographic and psychographic data
- Communicate effectively and think critically while working in teams performing research and developing marketing questionnaires
- Recognize the ethical considerations that are inherently involved in marketing research
- Use effective time management skills and communicate with clients in a timely manner
- Recognize the biases and limitations inherent in survey methodology
- Work in teams to create and deliver an effective presentation to a customer
- Extract relevant marketing research, process the data appropriately, draw reasonable conclusions and present both oral and written marketing strategies
- Critically evaluate the results of marketing research and make strategic recommendations

Learning Assessments and Grade Distribution

Your performance will be evaluated using a variety of methods. Keep in mind that your grade is not always a perfect indicator of your potential skills nor does it necessarily reflect the amount of effort you exerted; it simply reflects your performance on a set of specific tasks.

This experience will feel challenging at times. Luckily, there's a lot of research on the science of learning, and we know a few things about navigating challenges as you learn:

- When learning is easy, you forget it easily. When you experience some difficulties during learning, the material sticks with you better and for longer.
- Your abilities are not hardwired—when you work hard to learn something new, it changes the brain and increases intellectual ability.
- You learn better when you wrestle with a problem before being shown the answer. Not the other way around. So, this course may ask you to try something you haven't fully learned yet. Don't worry, that's part of the process.

There may be moments in this course where you experience a setback or lose motivation. That is normal. If you can push through these challenges in the moment, you'll build up your tolerance and develop the strategies you need to be successful.

Each component of your grade is described in greater detail below.

Discussions & Professionalism (20%)

- Your participation in this class plays a major role in enhancing the overall learning environment. We will have discussions during the course based on the preparation materials while reflecting on the strategies, discussions, and materials leading up to that point in the semester. You will be graded based on how well you demonstrate an understanding of the topic and based on your creative analysis of how the materials discussed fit into market research. Your professionalism is also measured based on the respectfulness shown in your interactions with your team, colleagues, and instructor.

Quizzes (20%)

- All quizzes are designed to test your understanding of the required resources. You may refer back to the course material for help finding answers. Quizzes are due at the start of class to confirm you have an understanding of the topics we will be discussing in class. Late quizzes will receive a maximum of 50% of the total possible points.

Individual and Group Assignments (20%)

- **Group:** As this course is designed to simulate an actual marketing research project, the bulk of assignments are to be completed in teams. Some of these include developing a research question, meeting with the client, selecting a method to collect primary and secondary research, building a questionnaire, holding a focus group, presenting your findings, and turning in the final project. Group work is clearly indicated in the modules section to help you

prepare before class. This portion of your grade cannot be made up and must be turned in on time.

- **Individual:** All assignments given during this course are designed to help increase students' understanding of market research. Individual assignments include the development of a research question and final peer review. Individual assignments may be turned in late, but they will lose 50% of the total possible points.

Students are highly encouraged to turn in all assignments on time, however, some late assignments will be accepted with a 50% reduction. Discussions can not be turned in past the due date.

Final Presentation and Project (40%)

- Students are required to submit a recorded group presentation for their **final project (https://slcc.instructure.com/courses/859331/assignments/11663583)** . More information about these presentations can be found in the modules section. You are encouraged to dress in a creative way that enhances the presentation (When in doubt, please seek instructor approval). You will also present your results in a written document *Marketing Research Plan* no less than (10-12 pages) and present the report orally to the class and the actual customer at the end of the term.

The Final Presentation cannot be made up.

Late Assignments

Due dates for all assignments must be met. **Some individual assignments may be turned in late with the professor's permission but they will lose 50%** of the total possible points for that assignment. A late assignment is one that is handed in after the class period ends on the specified due date. You are certainly encouraged to turn in assignments early; this is an important habit to establish as you continue to prepare for your career. Please see the section above to find out which assignments can be made up, and which ones can't.

Deliverables

All deliverables must be submitted via Canvas prior to the deadline. Submissions are expected to show evidence of a strong level of understanding of the issues discussed, contain university-level expectations for writing, and accurate citation of research sources.

Teamwork is integral to business and an important element of this course. *Teams will be assigned by the second week* and do not change for the duration of the course. Each team will elect a team leader, whose responsibilities include scheduling team meetings and submitting the team's deliverables. In situations when there is a disagreement between team members (e.g., deciding on the best course of action), the team leader will make the final decision. Teams may choose to change the team leader at any time.

Although most of your work as a team will occur outside the classroom, your contributions to these efforts are considered a vital aspect of the course. To encourage equitable participation in group projects, team members will have the opportunity to evaluate each other's performance. Completion of the team evaluation form is optional, but it must be submitted by the last day of class in order to be considered. Your individual grade on team deliverables may be retroactively adjusted based on feedback from group members.

Professor's Expectations

Proactivity

To take full advantage of the learning that can occur during in-class discussions and activities, plan to stay ahead and up to date on all course videos, readings, and activities. I expect each of you, regardless of your role within your group, to exercise leadership and to demonstrate professionalism.

Communication

You are welcome to e-mail me at any time throughout the semester. However, please allow me 48 hours to respond. To enable me to respond quickly to e-mails (and to practice good business communication etiquette), please follow these guidelines when contacting me:

1. Please double-check the syllabus, notes, and assignment instructions on CANVAS before emailing me; you may be able to answer your own questions.
2. We will hold a series of virtual office hours during this class, please plan to attend those to get your questions answered. Aside from getting a more immediate response, discussing your question in a public setting may help clarify these topics to others in the class.
3. If you wish to set up an appointment to meet with me in my office, please e-mail me with a couple of times that work for you and be sure to include the specific questions or issues you would like to discuss so I can come prepared.

Time Management

Expect to invest a significant amount of time in this course—my students typically spend about two hours outside of class for every hour in class. The actual preparation time depends on you and your team. Note, however, that excessive investments of time do not necessarily lead to better results; you are responsible to prioritize your tasks and manage your time efficiently.

Timeliness

Timeliness is an important business skill. Because solutions to deliverables will be discussed in class, no exceptions will be made for any reason (including vacation, illness, family emergencies, athletics, student government, job interviews, campus events, or other conflicts) –

no exceptions! To the extent possible, please anticipate scheduling conflicts and submit early if necessary so you don't lose points.

Academic Integrity

Academic honesty is expected of all students. All individual deliverables, including exams, should represent work that is solely your own and are to be completed without the assistance of or discussion with any other individual. Team deliverables are never to be discussed with individuals outside your team. Solutions to deliverables and exams should never be shared or discussed with students in other concurrent, past, or future sections of this class. Violations of these standards of academic integrity will be reported to university authorities; sanctions imposed on all involved parties may include a score of zero on the deliverable or exam, failing the course, going on academic probation, and an annotation on your university transcript.

Additional Student Services

There are **many** student services, including the Disability Resource Center, Counseling, Advising, Title IX and Tutoring. For up to date information about student services please visit the **Institutional Syllabus (https://slcc.instructure.com/courses/530981/pages/institutional-syllabus)** .

Course Summary:

Date	Details	Due
Thu Apr 15, 2021	☐ **Leave a review for SEM Rush (https://slcc.instructure.com/courses/859331/assignments/11663584)**	due by 11:59pm
Fri Jan 20, 2023	☐ **Part 1 Quiz (https://slcc.instructure.com/courses/859331/assignments/11663566)**	due by 11:59pm
Fri Jan 27, 2023	☐ **Part 2 Quiz (https://slcc.instructure.com/courses/859331/assignments/11663568)**	due by 11:59pm
	☐ **Part 2: Team Formation Assignment (Group) (https://slcc.instructure.com/courses/859331/assignments/11663587)**	due by 11:59pm
Fri Feb 3, 2023	☐ **Part 3 Quiz (https://slcc.instructure.com/courses/859331/assignments/11663576)**	due by 11:59pm

Date	Details	Due
	☐ **Part 3: Research Question Discussion** (https://slcc.instructure.com/courses/859331/assignments/11663581)	due by 11:59pm
	☐ **Part 3: Division of Roles (Group)** (https://slcc.instructure.com/courses/859331/assignments/11663588)	due by 11:59pm
Fri Feb 10, 2023	☐ **Part 4 Quiz** (https://slcc.instructure.com/courses/859331/assignments/11663573)	due by 11:59pm
	☐ **Part 5 Quiz** (https://slcc.instructure.com/courses/859331/assignments/11663575)	due by 11:59pm
Fri Feb 17, 2023	☐ **Part 5: Secondary Research Discussion** (https://slcc.instructure.com/courses/859331/assignments/11663580)	due by 11:59pm
	☐ **Part 5: Research the Client (Individual)** (https://slcc.instructure.com/courses/859331/assignments/11663589)	due by 11:59pm
	☐ **Part 6 Quiz** (https://slcc.instructure.com/courses/859331/assignments/11663572)	due by 11:59pm
Fri Feb 24, 2023	☐ **Part 6: Research Question (Group)** (https://slcc.instructure.com/courses/859331/assignments/11663590)	due by 11:59pm
Fri Mar 3, 2023	☐ **Part 7 Quiz** (https://slcc.instructure.com/courses/859331/assignments/11663574)	due by 11:59pm
	☐ **Part 8 Quiz** (https://slcc.instructure.com/courses/859331/assignments/11663567)	due by 11:59pm
Fri Mar 17, 2023	☐ **Part 8: Survey Questions Discussion** (https://slcc.instructure.com/courses/859331/assignments/11663579)	due by 11:59pm
	☐ **Part 8: Research Approach Draft (Group)** (https://slcc.instructure.com/courses/859331/assignments/11663591)	due by 11:59pm

Date	Details	Due
Fri Mar 24, 2023	☐ **Part 9 Quiz** **(https://slcc.instructure.com/courses/859331/assignments/11663571)**	due by 11:59pm
	☐ **Part 9: 10 Questions for Questionnaire (Individual)** **(https://slcc.instructure.com/courses/859331/assignments/11663592)**	due by 11:59pm
Fri Mar 31, 2023	☐ **Part 10 Quiz** **(https://slcc.instructure.com/courses/859331/assignments/11663570)**	due by 11:59pm
	☐ **Part 10: Analyzing Results Discussion** **(https://slcc.instructure.com/courses/859331/assignments/11663578)**	due by 11:59pm
	☐ **Part 10: Create the Survey (Group)** **(https://slcc.instructure.com/courses/859331/assignments/11663585)**	due by 11:59pm
Fri Apr 7, 2023	☐ **Part 11 Quiz** **(https://slcc.instructure.com/courses/859331/assignments/11663569)**	due by 11:59pm
	☐ **Part 11: Research Findings (Group)** **(https://slcc.instructure.com/courses/859331/assignments/11663586)**	due by 11:59pm
Fri Apr 21, 2023	☐ **Final Project** **(https://slcc.instructure.com/courses/859331/assignments/11663583)**	due by 11:59pm
Mon Apr 24, 2023	☐ **Peer Review** **(https://slcc.instructure.com/courses/859331/assignments/11663593)**	due by 11:59pm
	☐ **Extra Credit** **(https://slcc.instructure.com/courses/859331/assignments/12313348)**	
	☐ **Introduce Yourself** **(https://slcc.instructure.com/courses/859331/assignments/11663577)**	
	☐ **Part 2: Group work Discussion** **(https://slcc.instructure.com/courses/859331/assignments/11663582)**	

Date	Details	Due
	☐ **Professionalism** **(https://slcc.instructure.com/courses/859331/assignments/11663594)**	