

Fall 2015

## **MKT 3510**

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## Marketing 3510-001: Introduction to Marketing Research (Fall 2015)

**Instructor:** Dr. Kyeong Sam Min  
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**Office Hours:** Tuesday: 9:00 – 10:30 am, 5:00 – 6:00 pm;  
Wednesday: 9:00 – 10:30 am;  
Thursday: 9:00 – 10:30 am; or by appointment  
**Class Hours:** Tuesday/Thursday 2:00 – 3:45 pm  
**Class Room:** 207 Kirschman Hall (Lab)

### Prerequisites:

- MKT 3501 & QMBE 2786, or equivalents. **You must have these prerequisites to take this course!!**

### Text:

- Malhotra, Naresh K. (2012), *Basic Marketing Research*, 4<sup>th</sup> Edition, Pearson. (ISBN # 13-978-0-13-254448-1)
  - Note 1: To analyze your data, you will need to have access to SPSS. It is available in the computer lab. However, you can choose to purchase the student version if you like.
  - Note 2: You'll need to use a calculator from time to time, including an exercise on the compound annual growth rate (CAGR), sample size determination, Chi-square analysis, ANOVA, and other analyses.

### Course Description & Objectives:

- Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers will be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on.
- This course provides an in-depth look at the marketing research process. In addition to providing an overview of this process, the course will familiarize students with methods of collecting and analyzing data pertinent to solving marketing problems, and will illustrate how information derived from marketing research can be applied to problem-solving and decision-making processes. A strong emphasis also will be placed on improving communication skills, both oral and written.

### Course Activities:

- In addition to lectures, the instructor will utilize class discussions, in-class activities, brief cases, and comprehensive research project assignments to help facilitate learning. It is imperative that you be prepared for each and every class meeting.

### Attendance Policy:

- I expect you to attend class on a regular basis. Your grade is at risk every time you are not in class. If you do not attend, you are missing material. Further, if you are not in attendance, you cannot participate and your participation grade will suffer. **If a student misses more than 6 classes (i.e., roughly 30% of the class), he or she will automatically receive a 0 for overall participation.**

### Grade:

- Total points for grades will be derived from:

#### Individual activities:

Exams 1 & 2 (2 x 100 points)	200
Exam 3 (1 x 130 points)	130
Attendance and Class participation	25

#### Team activities:

Marketing research proposal	5
Questionnaire	10
Innovate UNO abstract submission	10
Written report	100
Oral presentation	20

Total points	500
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Extra credit: up to 8 points (see Appendix A)

- Further, the grading scale is:

90-100%	A	80-89.9%	B
70-79.9%	C	60-69.9%	D
0-59.9%	F		

### Exams [Individual]:

- Exams will be composed of multiple choice, short answer, essay and/or application questions. **Grades on all written answers will be based on both the content and the structure of the answer.** Exams will cover both assigned readings and additional materials covered in class. Therefore, if you miss class, be sure to obtain any class materials missed. Exam #3 will not be cumulative in nature.
- **No make-up exams will be given except under highly extenuating circumstances and with prior approval of the instructor.** Two conditions must be met to warrant approval: (1) there is an emergency that the student discussed with me **before** missing the exam and (2) documentation of the emergency situation is provided. Otherwise, the student will receive 0 points for that exam.
- **No substantive questions about the exam material will be answered during the test** so that all students can be treated equally.
- **Students are not allowed to leave the classroom while taking a test.** Please make your visits to the bathroom and make sure you have tissue for your runny nose before the test begins.

### Attendance and Participation [Individual]:

- Class participation is a must for success in this class. As a co-producer of your education experience, you're expected to be on time for every class, be prepared to discuss issues and to respond to the ideas of your class fellows. It is not just the frequency of your participation that matters but the quality of your comments as well. It is a good idea for you to monitor yourself to make sure that you're able to demonstrate your learning through active participation.

Points	Description
25	A consistent leader in the work of the class. Always prepared and has worked out an analysis of assigned readings. An initiator of class discussion. Excelled in interacting with classmates in a professional manner. Comments are focused, integrative, demonstrate preparation, and indicate active listening.
20	Quality participation based on sound preparation. Regularly responds to an instructor's comments and questions. Also responds to comments of classmates. Occasionally takes the lead in class discussion. Often volunteers illustrations about the subjects being discussed.
15	Occasional contributions to class based on solid preparation. Occasionally responds to the remarks of the instructor and/or classmates. Rarely, if ever, volunteers to begin a discussion
10	Answered questions from the instructor. Responded to other students, but not consistently
5	Answered questions from the instructor. Otherwise, did not take part
0	Took no part in classroom discussion or activities

## Marketing Research Projects [Team]:

- By the third week of class, your project team, composed of 4-5 members, is expected to submit a research topic for your live marketing research project. It should briefly discuss your research problem facing your client and research design. Your live project needs to be designed to assist an external client to solve a marketing problem this semester. Successful research teams in the past clearly understood and delivered what their clients wanted from them. It will be paramount for you to communicate with your client on a regular basis throughout the semester.

### [1] Marketing research proposal

- Each team should turn in a 2-page marketing research proposal (single spaced, 1" margins and 12-point size). It should include a clear description of (1) research problems and hypotheses, (2) preliminary findings based on exploratory research, (3) detailed research design, and (4) future research plan, including your time table.

### [2] Questionnaire

- Each team is expected to develop its own survey questionnaire. Before turning in your team questionnaire, you should carefully revise it and also incorporate the feedback from your client (if any). Your grade will be based on the first draft you'll submit, rather than the final version that you'll use for your data collection.

### [3] Innovate UNO Abstract

- To give you an opportunity to present your research to UNO faculty, staff, and students, I am asking you to participate in a university-wide undergraduate research competition, called Innovate UNO 2016 (<http://www.uno.edu/research/StudentResearch/InnovateUNO.aspx>). The only requirement is to submit your project abstract (up to 250 words). Once yours is accepted for presentation, you and your team will be officially invited to give a talk in spring 2016.
- Here is the procedure. After you turn in your final written report on December 1<sup>st</sup>, I'll give you quick comments on your abstract. Your team should revise it based on my comments and then submit the final abstract to the Innovate UNO Committee by noon on December 9th (Wednesday). Abstract samples will be distributed in class later.

### [4] Written Report

- Each team should turn in a written report of potential problems, hypotheses, data collection, data analyses, findings, and your recommendations on your research project. Your report should include **an abstract (up to 250 words) and a maximum ten-page body text (single spaced, 1" margins and 12-point size)**. In addition, you are expected to attach a questionnaire, tables, figures, key SPSS outputs (e.g., ANOVA tables, descriptive statistics tables), and references (at least 5 academic papers).

## **Outline for Your Final Report (Sample)**

- **Abstract** (up to 250 words, single-spaced) should include
  - Research purpose and problems
  - Research method
  - Major findings
  - Practical and theoretical implications
- **Main body** (8 to 10 pages, single-spaced) should include
  - **Research purpose**
    - Research goal
    - Background
  - **Research problems**
    - Management decision problems
    - Marketing research problems
  - **Hypothesis development**
    - You need cite academic papers when generating hypotheses. You're expected to state **only alternative hypotheses** as follows:
    - Hypothesis 1
    - Hypothesis 2
  - **Methods**
    - Research design
    - Questionnaire development
    - Sampling methods
  - **Data analysis and interpretation**
    - You need to organize this section by hypothesis. That is, your focus should be on whether your data support each of the hypotheses you developed earlier providing relevant statistics (e.g., F-statistics, p-value, means, etc.).
    - Hypothesis 1
    - Hypothesis 2
  - **Conclusions and recommendations**
    - General findings
    - Implications and recommendations
    - Limitations and further research directions
- **Appendix** (up to 10 pages) should include
  - A copy of your questionnaire
  - Tables
  - Figures
  - Key SPSS outputs (e.g., ANOVA tables, Descriptive Statistics tables)
  - References (at least 5 academic papers)

## **[5] Oral Presentation**

- All team members should present their research to the class on their assigned date. You are expected to upload an electronic copy of your presentation slides 8 hours prior to your presentation at Moodle so that other class members can download them prior to the class.

- All students will be asked to provide presenters with constructive feedback. This feedback will come in the form of a brief written evaluation highlighting the strengths and weaknesses of the individual presenters as well as the content of the material discussed. The ability to offer insightful and constructive feedback is a valuable skill.
- Your presentation should be informative, insightful, and professional. Projects will be evaluated on the basis of the thoroughness, originality, and analytical rigor of your research as well as your ability to clearly communicate. A significant component of the evaluation is how well you pull together a coherent, well-justified, and concise presentation. Every attempt should be made to relate the analytical tools and approaches discussed in class. Each team will have 15 minutes to present its research, followed by 5 minutes of discussion.

#### [6] Team Evaluation

- Each student will be asked to evaluate the contribution of his or her peers in the end of the course. Only those who receive significantly lower evaluations from at least 2 team members will get a lower team project grade. Team evaluations forms will be distributed in the end of the semester.

#### Cell Phones & Pagers & Other Equally Disruptive Behaviors

- **All pagers and cell phones will be turned off in class** unless I am notified prior to class of a possible emergency requiring the devices to be left on (a personal emergency is a sick parent or child, not firming up your plans for Friday night). This policy applies to texting, too. **Failure to adhere to this policy will result in a warning on the first offense and a 10-point deduction from your overall participation grade on each subsequent offense.**
- Students who exhibit other disruptive behavior such as studying or working on assignments for other classes, reading the newspaper, and carrying on distracting conversations with neighbors will be warned and/or asked to leave the classroom.

#### Moodle:

- Course documents will be available on Moodle. Please check Moodle on a regular basis. Also be sure to download any documents that you might need prior to coming to class. PowerPoint slides and handouts will not be distributed in class, but they will be available on Moodle. Further, important course announcements will be also posted there.

#### Academic Integrity:

- Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

- Students are not allowed to take copies of the examination outside the classroom or from my office for any reason. Any student who takes possession of any exam from this course by this instructor outside the supervision or permission of the instructor *will receive an "F" in the course*; likewise, any student who does not turn in the exam copy.

**Accommodations for Students with Disabilities:**

- It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

**Tentative Schedule**  
**MKT 3510-001: Introduction to Marketing Research (Fall 2015)**

<b>Week</b>	<b>Class</b>	<b>Reading</b>	<b>Assignment due</b>
1	August 20	Chapter 1. Overview	
2	August 25	Chapter 2. Problem definition	
	August 27	Chapter 2. Problem definition *CAGR practice	
3	September 1	Chapter 3. Research design formulation	
	September 3	Chapter 3. Research design formulation	<b>Team research topic</b>
4	September 8	Chapters 4, 5, 6. Exploratory research	
	September 10	Chapters 4, 5, 6. Exploratory research	
5	September 15	Chapter 7. Descriptive research	
	September 17	Chapter 7. Descriptive research	
6	September 22	<b>Exam 1: chapters 1 to 7 (skim 4 to 6), handout, class notes</b>	
	September 24	Chapter 8. Causal research	
7	September 29	Chapter 8. Causal research Chapters 9 and 10. Measurement and Scaling	<b>Team research proposal</b>
	October 1	<b>Project Work Day 1</b>	
8	October 6	Chapter 11. Questionnaire development	
	October 8	Chapter 12. Sampling	
9	October 13	Chapter 13. Sampling Chapter 14, 15. Field work	<b>Team questionnaire</b>
	October 15	<b>Mid-Semester Break</b>	
10	October 20	<b>Marketing Week Guest Speaker</b>	
	October 22	Chapter 16. Frequency and Crosstab	
11	October 27	<b>Exam 2: chapters 8 to 13, class notes</b>	
	October 29	SPSS exercise, Handout	<b>Team data coding</b>
12	November 3	Chapter 17. t-test and ANOVA	
	November 5	<b>Project Work Day 2</b>	
13	November 10	SPSS exercise, Handout	
	November 12	Chapter 18. Correlation and Regression	
14	November 17	SPSS exercise, Handout	
	November 19	SPSS exercise	
15	November 24	Project Presentations I	
	November 26	<b>Thanksgiving Holiday</b>	
16	December 1	Project Presentations II	<b>Team final report</b>
	December 3	Project Presentations III Course Wrap-Up and Exam Review	
17	December 10 (Thursday)	<b>3:00-5:00 pm, Exam 3: chapters 14 to 18, handouts, class notes</b>  <b>**Your team needs to submit your abstract to the Innovate UNO committee by noon on December 9<sup>th</sup> (Wednesday)</b>	

**THE COURSE SYLLABUS PROVIDES A GENERAL PLAN FOR THE COURSE;  
DEVIATIONS MAY BE NECESSARY.**

## Appendix A. Extra Credit Opportunities

One option for extra credit is to earn research credit points by participating in faculty members' research projects. Through participating in research you will learn how researchers acquire new knowledge that they then convert into principles that you read about in your textbooks. The researcher projects that you will choose from will be in the domain of Management, Marketing, Psychology, or Hotel, Restaurant, and Tourism.

To participate in these studies, you need to first register at <https://uno-bus.sona-systems.com> by August 31<sup>st</sup>, (Monday), 2015. Various studies will be posted and announced there. Each survey that takes up to 30 minutes will be considered to be 1 research credit point. You can earn up to 5 research credit points from this course, which is equivalent to up to 2.5 hours of research participation (You'll also earn 1 research credit point by completing the prescreening survey). Your research credit points will be posted on Sona Systems within a week after you participate in the study, so you need to ask each researcher, not your instructor, about your research credit status. By December 1<sup>st</sup> (Tuesday), you also need to allocate all of the research credit points you'll earn among multiple courses if you are enrolled for more than one course that is listed on Sona Systems.

The data you provide will be used purely for academic research and not for any commercial purpose. If you cannot participate in the regular research activities mentioned above, you have an option to earn research credit by reading an academic journal article which is assigned by your instructor and then writing a thought paper on the assigned reading. To use this writing option, you are required to show documents to your instructor why you could not participate in other regular studies (e.g., medical emergency during the semester).

You are under no obligation to participate in these studies. Not participating in any studies will not prejudice you or affect your grade except that this study cannot be counted as one of your extra credit activities if you do not participate. Rather, your participation can help to improve your final grade because the research credit points will be added up to your final grade.

Finally, you can also earn up to 2 additional extra credits by attending a department- or college-wide activity (e.g., AMA presentation meeting) or participating in course-related activities that will be announced by your instructor over the semester. Extra credit opportunities will be available until the last day of the class.