

Fall 2015

MKT 6555

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University of New Orleans

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MARKETING 6555
MARKETING RESEARCH METHODS
FALL 2015

Instructor: Dr. Pam Kennett-Hensel
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Office Hours: Tuesday 9:00 – 11:00 am; Wednesday, 4-6 pm; Thursday 10:00 am – 12 noon; and
and by appointment.

Prerequisites:

QMBE 2786 (or equivalent) and MKT 6503

Text:

Essentials of Marketing Research, Hair, Celsi, Ortinau & Bush, McGraw-Hill Irwin, 3rd edition, ISBN: 978-0-07-802881-6.

Course Objectives:

The objective of this course is to instill in students the ability to acquire, evaluate and interpret information that contributes to better marketing decision-making. Today's marketing manager is awash with information. "Bad" information is a root cause of many of the most infamous decisions in the history of marketing. This course is designed to help you appreciate the difference between good and bad information.

The objectives of this course will address both content acquisition and skill development. In terms of content, this course will help you learn (1) when marketing research can be helpful to an organization, (2) what tools are commonly used by marketing researchers, and (3) how to apply those tools effectively to different situations. The course should further develop your critical thinking skills as you learn the limitations of these tools and of marketing research in general. In addition, this course will provide you the opportunity to enhance important business skills including communication, teamwork, and computer applications.

Attendance Policy:

This is a hybrid course so it is important for you not to miss any face-to-face sessions. Further, if you miss more than 2 face-to-face sessions, your final grade will be lowered by 10 points. Each additional absence beyond 3 will result in another 5-point deduction from your final grade.

Grade:

Your grade will be computed as follows:

Exam #1	25%
Exam #2	25%
Assignments	15%
Group Project	35%
	====
	100%

Further, the grading scale is:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

Exams:

Exams will be taken in person and will consist of some combination of 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 or posted online.

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 which 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.

Assignments:

Often the importance of the concepts that will be discussed in this course become more evident when discussed in light of real world marketing examples. Various assignments will be given throughout the semester to help facilitate the learning process. Some of these assignments will be in-class assignments. If you are not present for an in-class assignment, you will receive a 0 for that assignment. Further, late out-of-class assignments will not be accepted. You will be allowed to drop at least one assignment grade.

Group Project:

The group project is intended to reinforce course materials and provide experience with various research activities. Additional information concerning the group project will be presented during the first few weeks of class, and the project will be assigned in sections/parts throughout the semester. The final product will be a comprehensive brand analysis. Each group member will be required to participate in the preparation of the paper. Generally, all group members will receive the same grade for the project. However, at the end of the semester, group members will be asked to complete a confidential peer evaluation form. A group member's grade may be lowered at the discretion of the instructor based on these evaluations.

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 posted on moodle.

Cell Phones & Other Equally Disruptive Behaviors:

All 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. **Failure to adhere to this policy will result in a warning on the first offense and a 10-point deduction from your final 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.

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>.

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
MARKETING 6555 – Fall 2015

Week	Date	Class		Textbook Chapters	Brand Analysis Project & Other Class Meeting Notes
		Face to face	Online		
1	8/19	X		Course Introduction Chapter 1	
2	8/26	X		Chapters 2 & 3	Groups finalized Project overview Part I assigned
3	9/2		X	Chapter 4	
4	9/9		X	Chapter 5	
5	9/16		X	Finalize Part I of project	Part I due Friday, 9/18, by 11:59 p.m. via Moodle.
6	9/23	X		Discuss Part I of project Review Chapters 4 & 5 Chapter 6	Part II assigned
7	9/30		X	Chapter 7 Exam Review	
8	10/7	X		Exam #1 – Chapters 1-7	
9	10/14		X	Chapters 8 & 13	
10	10/21	X		Discuss Part II of Project Review Chapters 8 & 13 Marketing Week Guest Speaker	Part II due by start of class Parts III & IV assigned
11	10/28		X	Questionnaire draft	
12	11/4	X		Data Analysis (Chapters 9-12)	
13	11/11	X		Data Analysis, cont.	
14	11/18	X		Data Analysis, cont.	
15	11/25		X	Finalize Part III of Project Practice exam	
16	12/2	X		Informal presentations Exam review	Parts III & IV due by start of class
Final Exam Period	12/9	X		Exam #2 – Chapters 8-13 Scheduled time – 8-10 p.m.	

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