

## Fall 2007

Sam Houston State University  
College of Business Administration  
Department of Management & Marketing

SHSU College of Business Administration - Department of Management & Marketing  
*Marketing 472 (Marketing Research)*

This is *NOT* a Writing Enhanced Class

Section 1: TT/12:30-1:50/SHB 335

Section 2: TT/2:00-3:20/SHB 335

**Instructor:** Sanjay S. Mehta, Ph.D.  
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**E-Mail:** [Mehta@SHSU.Edu](mailto:Mehta@SHSU.Edu)  
**Blackboard:** www.shsu.edu  
**Office Hr:** M: 9:00 – 3:00 & TT: 11:00-12:30 or by appointment  
Any office hours may be interrupted by Official University business (e.g., committee meetings)

**Required Text:** *Basic Marketing Research* (2007), Gilbert A. Churchill Jr. and Tom J. Brown, 6<sup>th</sup> edition, Thompson Southwestern Publishing.

**Software:** SPSS 14 for Windows (available on the SHSU network). You will be able to access this program from off campus sites via remote access (assuming you have high speed connection). **See attached instructions**

**Library:** There are 2 reference books (i.e., Basic SPSS and Marketing Research) in the Library (i.e., Reserve Desk on the right) that may help you in this class.

**Suggested Text:** Any Marketing Research book (e.g., *Marketing Research in a Marketing Environment* by Dillon, Madden, and Firtle;; *Marketing Research* by Malhotra; *Essentials of Marketing Research* by Zikmund, Marketing Research: A Problem Solving Approach by Sudman and Blair; *Marketing Research: Online Research Application* by Burns and Bush).

☆ **Course Description/Objective** - the course will be taught using a “**project-based**” (versus a “**content-based**”) **approach**. This approach uses a team (or part of a) project as a major aspect of the course. Students will be set up in teams, and each student team is assigned the task of completing the project(s).

- *Marketing research* is the planning, collection, and analysis of data relevant to marketing decision-making and the communication of the results of this analysis to management.
- *We are not trying to become experts in research after this class!* Rather, our general objective is for you to learn enough to:
  1. Communicate your research needs to a professional researcher and evaluate his/her research report.
  2. Collect and interpret your own research data, when necessary.
- Success in meeting these objectives will be measured by way of a number of exams, project(s), and homework(s). The measurements are geared to ensure that students know the “language of marketing research” and have a working knowledge of the basic terminology.

- ☆ **Prerequisite** - You are required to have taken the equivalent of Principles of Marketing (MKT 371) and the two Business Analysis (BAN 232 and BAN 363) courses.
- ☆ **Student Syllabus Guidelines:** You may find a more detailed description of the policies online. These guidelines will also provide you with a link to the specific university policy or procedure. See: <http://www.shsu.edu/syllabus/>
- ☆ **Academic Dishonesty:** Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any type of *scholastic dishonesty (e.g., cheating, plagiarism, collusion, etc.) will NOT be tolerated at all*. If any student(s) is/are found involved in any act of academic dishonesty, serious action *will* be taken. Please make sure *not* to plagiarize anyone else's work either intentionally or unintentionally. Plagiarism is defined as *using someone else's words or ideas without proper attribution*. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper.  
See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>
- ☆ **Classroom Rules of Conduct:** Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. **Students are to turn off all cell phones, PDA, Blackberry, IPOD, and all noise making devices (e.g., beepers) while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during class.** Students may tape record lectures provided they do not disturb other students in the process. **Your computers must be turned off during class, unless you are instructed to turn them on. Please do not play games, send messages, surf the internet, etc. during class.**
  - \* Due to the continuous abuse and misuse of the class electronic devices policy during the previous semesters, I am implementing a *new policy*.
    - The first time your cell phone/beeper goes off (during class) or I catch you playing games or text messaging, etc., you will be warned. **This includes walking out during class to answer a phone call and returning later. If you need to leave the class for some reason, please inform me prior to class.**
    - The second time there will be a 5% reduction on your overall average for the semester (i.e., if you have an 83%=B at the end of the semester, you will now have a 78%=C).
    - The third (and all subsequent) time(s) is when you drop a letter grade for each incident.  
More specifically:
  - \* You should be prepared for every class. That is, you are responsible for reading the text before coming to class. I may open every class by asking someone to summarize the topic of the day. Also, do not hesitate to ask questions in class, because usually another student has the same question.
  - \* Please refrain from coming late and/or leaving early, talking to other students during class, and reading the newspaper. **Tardiness (which here includes coming late or leaving early) will be treated as ½ of an absence.**
  - \* As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class.
  - \* Please refer to the Catalogue, Schedule, and [www.SHSU.Edu](http://www.SHSU.Edu) for *important dates* (e.g., drop date, final exam, and spring break).
  - \* **No assignments will be accepted late** (*no acceptance*)
  - \* Every attempt will be made to make the lecture notes available *prior to class* on Blackboard ([www.shsu.edu](http://www.shsu.edu)) or on the network drive (i.e., t:\mkt\ssm\mkt472\).

- ☆ **Student Absences on Religious Holy Days:** Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. *See Student Syllabus Guidelines:* [http://www.shsu.edu/~vaf\\_www/aps/documents/861001.pdf](http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf)
  
- ☆ **Students with Disabilities Policy:** It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center. *See Student Syllabus Guidelines.* [http://www.shsu.edu/~vaf\\_www/aps/811006.html](http://www.shsu.edu/~vaf_www/aps/811006.html)
  
- ☆ **Visitors in the Classroom:** Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.
  
- ☆ **Attendance:** Regular attendance is *strongly recommended, encouraged, and required* to succeed in this course. Based on personal experience, ***success in Mkt 472 is highly correlated with attendance.*** A record of class attendance will be maintained (with the assistance of a seating chart), for the purpose of giving a *curve, attendance, and participation grade* at the end of the semester (see *Curve* below). The attendance and participation grades will be based on a ***relative scale*** rather than an absolute scale (i.e., how you did in both the areas relative to the rest of the class). The attendance sheet may be passed around *any time* during the lecture period. ***It is your responsibility (and not mine) to make sure that you have signed the attendance sheet. Any student who misses MORE THAN 6 classes during the semester will automatically receive an "F" in the course (no exceptions).***
  
- ☆ **Exams:** Exams will be conducted at the completion of certain chapters of the textbook. Each of the 4 *periodic exams* will be "*standalone*". All exams will be closed book and notes. All exams will be some combination of multiple choice, true-false, open-ended questions, etc. If you come *beyond 10 minutes* of the scheduled time, you will not be allowed to take the exam. **No late/early/improvement exams will be given.** YOU MUST take each of the 4 scheduled exams at the scheduled time (*official university business is the only exception*). **In the interest of saving class time, I will not be able to go over your exams in class. You may come to my office during office hours if you want to go over your exam.**
  
- ☆ **Quizzes:** **Surprise pop quizzes will be giving during the semester.** You will be responsible for material covered during the previous lecture. The lowest quiz grade for the semester will be dropped to compute the overall quiz average.
  
- ☆ **Project:** Each student team (consisting of 3-5 students) must do the homework and project(s) together during the entire semester. Every student team must appoint a team leader (who will serve as my contact person). It will involve designing a questionnaire, collecting primary data from subjects, data entry, editing, coding, analyzing the collected data, and writing a report.
  
- ☆ **Homework:** Periodically, homework (e.g., analyzing data using SPSS, cases, etc.) will be assigned during the semester. This will have to be done *as a group*. For example, you will be asked to reproduce the SPSS printouts, analyze cases, do data analysis, etc.

- ☆ **Curve:** A curve will be given at the *end of each periodic exam only* if the class average is <70% (to bring the exam average to 70%). Also, a curve will be given at the *end of the semester* (i.e., once all the grades are in); such that the *class average is 75%* for all exams. ANY END OF THE SEMESTER CURVE WILL APPLY USING THE FOLLOWING POLICY.
  - ✓ Any student who misses **LESS THAN 4 (i.e., 3 or less) classes (irrespective of the reason)** during the entire semester will automatically receive an end of semester curve. The “*end of the semester curve*” (i.e., once all the grades are in) will be given to bring the *class end of semester average to 75%* for all exams (e.g., if the class average at the end of the semester is 73%, then you will receive a 2% curve). If the class average is greater than 75, then a “*border line curve*” (e.g., 89, 79, 69, and 59) will be given.
  - ✓ Any student who misses **4 and 5 classes** during the entire semester will NOT receive any end of semester curve but will also not be penalized.
  - ✓ Any student who misses **6 classes** will **LOOSE 5%** on the overall end of the semester average for the class.
  - ✓ **ANY STUDENT WHO MISSES MORE THAN 6 CLASSES DURING THE SEMESTER (IRRESPECTIVE OF REASON) WILL AUTOMATICALLY RECEIVE AN ‘F’ IN THE COURSE (NO EXCEPTIONS).**
  
- ☆ **Weight:** Grades for the semester will be assigned on the following basis: *Exams* - 60%, *Attendance/Participation* – 5%, *Project* - 15%, *Homework(s)* - 10%, *Quizzes* – 10%. All exams and assignments will be graded on a 100-point scale.
  
- ☆ **Evaluations:** Peer evaluations may be done confidentially at the end of each group assignment. This will be used to compute individual grades for the assignment. Members of a group have the right to “fire” any member if he/she is not doing his/her share of the work. The “fired” member may either join a different group or be forced to do all the work on his/her own. If you do not turn in a peer evaluation for a particular assignment, equality among the members will be assumed (i.e., the group grade will be the individual grade). While one copy of the peer evaluation form is attached to the syllabus, additional forms may be obtained from Blackboard.
  
- ☆ **Grade:** **All grades will be posted regularly on Blackboard. No grades will be given over the telephone or via e-mail.** Final grades will be posted on Sam-Info *between 24-48 hours after the scheduled final exam*. Final grades will be based on the following grading system (%): 90.00-100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F
  
- ☆ **Syllabus:** This syllabus is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).

**COURSE OUTLINE**

<b>WEEK</b>	<b>DATE</b>	<b>TOPIC</b>	<b>CHAPTER</b>
1A	8/21	Introduction	
1B	8/23	Role of Marketing Research <i>Seating Chart</i>	1
2A	8/28	Gathering Marketing Intelligence: The Project Approach	3
2B	8/30	Problem Formulation <i>Group formation; Personal Profile due</i>	4
3A	9/4	Types of Research Design and Exploratory Research	5
3B	9/6	Descriptive and Causal Research Designs	6
4A	9/11	<i>SPSS; Catch-up</i>	
<b>4B</b>	<b>9/13</b>	<b>Exam 1</b>	<b>1-6</b>
5A	9/18	Secondary Data	7
5B	9/20	Standardized Marketing Information Services	8
6A	9/25	Collecting Primary Data	9
<b>6B</b>	<b>9/27</b>	<b>Linda Myers</b> (professional meeting at St. Louis)	N/A
7A	10/2	Collecting Information by Communication	10
7B	10/4	Collecting Information by Observation	11
8A	10/9	<i>SPSS; Catch-up</i>	
<b>8B</b>	<b>10/11</b>	<b>Exam 2</b>	<b>7-11</b>
9A	10/16	Asking Good Questions: Measurement Basics	12
9B	10/18	Measuring Attitudes and Other Variables	13
10A	10/23	Designing the Questionnaire or Observation Form	14
10B	10/25	Developing the Sampling Plan	15
11A	10/30	<i>SPSS; Catch-up</i>	
<b>11B</b>	<b>11/1</b>	<b>Exam 3</b>	<b>12-15</b>
12A	11/6	Determining the Sample Size	16
12B	11/8	Collecting the Data: Nonsampling Errors and Response Rate Calculations	17
13A	11/13	Data Analysis: Preliminary Steps	18
13B	11/15	Data Analysis: Analyzing Individual Variables and Basics of Hypothesis Testing	19
14A	11/20	Data Analysis: Analyzing Multiple Variables Simultaneously	20
<b>14B</b>	<b>11/22</b>	<b>Thanksgiving Break</b> (no class)	N/A
15A	11/27	<i>SPSS; Catch-up</i>	
15B	11/29	Project Day	
16A	12/4	Project Day	N/A
<b>16B</b>	<b>12/6</b>	<b>Final Project - Written Report Due</b> <b>Team leaders may make a brief presentation in class</b>	N/A
<b>17A</b>	<b>12/11; 12/13</b>	<b>Exam 4</b>	<b>16-20</b>

**Note:** Due dates for homework(s) will be at least 1 week from the handout date. You are responsible for reading Chapter 21 on your own.

## Peer Evaluation Form for Assignment/Homework \_\_\_\_\_

**Instruction:** Please indicate (*in your opinion*) the number of points, on a scale of 1-100, as to how much effort was put into the group assignments by each member of the group. When evaluating each member's contribution, please consider each of the following factors: attendance at meetings, creative contributions (original idea), grunt work (computer time, research time, typing), and writing. Do not give full credit unless they made substantive contribution. **Please make sure that the total adds up to a 100.** Also, please make sure you include yourself in the allocation of points. For example, if all group members did about the same amount work (*assuming there are 5 members in a group*), each should receive a score of 20. If one member did more than their share of the work, they should receive a score greater than 20. Remember, if a group member did what other members of the group agreed upon, then that member should receive their fair share. When you complete the evaluation, you must sign the form. The evaluations are confidential and will not be shown to others. Failure to hand in this form will result in equality to all members of a group (i.e., group grade = individual group). You **cannot** turn in an evaluation form for an assignment that has been graded and handed back.

Your Name: \_\_\_\_\_ Your Signature and Date: \_\_\_\_\_

	Last, First name (please print)	Points ( <i>for now you can put contact information</i> )
1		
2		
3		
4		
5	<b>Yourself</b>	

**Total = 100**

If you give some one less than or more than their share (i.e., <20 or >20), please indicate in the space below as to your reason for doing so. Please provide as much detail as possible.

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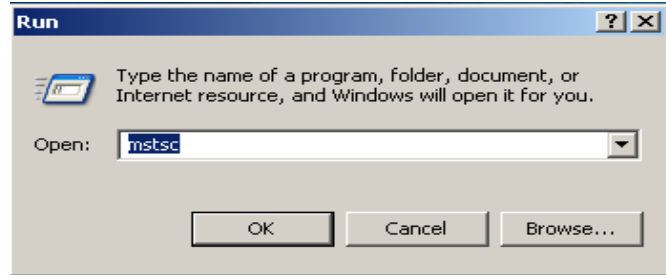


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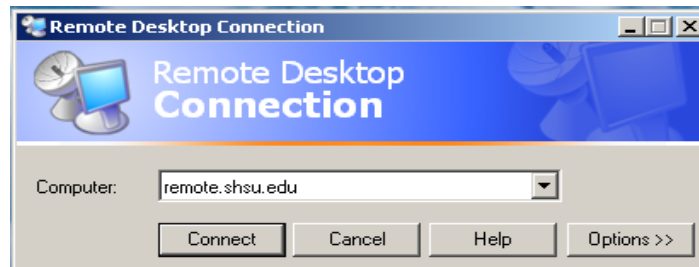
## Accessing SHSU Programs from Off Campus

Anyone with a computer that is running Windows XP can access their SHSU profile from anywhere using a high speed internet connection. This enables students and faculty to access any and all computer programs and applications that reside on the SHSU server. This connection will look and act just as if the logon was from an on campus computer.

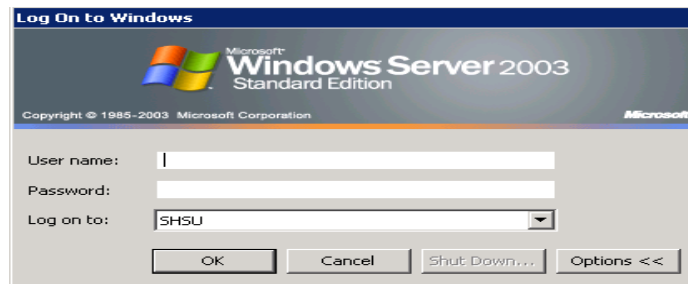
1. On the desktop, click on  then click on RUN to produce the following window: In the blank type *mstsc* and OK.



2. The next window will appear in which you input: *remote.shsu.edu* and click on Connect.



3. The standard SHSU windows logon will appear. Input the user name and password and click OK. This will access the SHSU profile for the person logging on.



4. At the end, you must **remember to logoff of the SHSU system just as you would on campus.**
5. **After logoff**, the remote connection must be ended by clicking the X in the upper right of the menu at the top of the screen.