

Summer I 2008

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/12:00-1:50/SHB 336

Instructor: Sanjay S. Mehta, Ph.D.
Office No: SHB 236M
Phone No: W: 936-294-1312; Fax: 936-294-4284
E-Mail: Mehta@SHSU.Edu
Blackboard: www.shsu.edu
Office Hours: M-F: 2:00 – 4:00 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, 6th edition, Thompson Southwestern Publishing.

Software: SPSS 14 for Windows (available on the SHSU network). You will NOT be able to access this program from off campus sites via remote access.

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.

☆ **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 computer must be turned off during class, unless you have permission from the instructor to turn it 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 the following *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 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) or on the network drive (i.e., t:\mkt\ssm\mkt472\).

* Although everything will be covered thoroughly in class, you are still responsible for reading the text. 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.

* As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class (except for bottled water). In addition, no pets or visitors are allowed to attend class.

* Please refer to the Catalogue, Schedule, and www.SHSU.Edu for *important dates* (e.g., holidays, drop date, resignation date, final exam day, thanksgiving break, spring break).

* Every attempt will be made to make the power point slides available *prior to class* on Blackboard (www.shsu.edu) or on the network drive (i.e., t:\mkt\ssm\mkt371\).

☆ **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>

- ☆ **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
- ☆ **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
- ☆ **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).**
- ☆ **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).**

- ☆ **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.**
- ☆ **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.
- ☆ **Weight:** Grades for the semester will be assigned on the following basis: *Exams* - 70%, *Attendance/Participation* – 5%, *Project* - 15%, *Homework(s)* - 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.). 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/>

COURSE OUTLINE

DAY	DATE	TOPIC	CHAPTER
Tu	6/3	Introduction; Group formation	N/A
W	6/4	Role of Marketing Research The Project Approach	1 3
Th	6/5	Problem Formulation	4
F	6/6	Types of Research Design and Exploratory Research Descriptive and Causal Research	5 6
M	6/9	Exam 1	1-6
Tu	6/10	Secondary Data Standardized Marketing Information Services	7 8
W	6/11	Collecting Primary Data	9
Th	6/12	Collecting Information by Communication	10
F	6/13	Collecting Information by Observation	11
M	6/16	Exam 2	7-11
Tu	6/17	Measurement Basics	12
W	6/18	Measuring Attitudes, Perceptions, and Preferences	13
Th	6/19	Designing the Questionnaire or Observation Form	14
F	6/20	Developing the Sampling Plan	15
M	6/23	Exam 3	12-15
Tu	6/24	SPSS	TBA
W	6/25	Sample Size Collecting the Data: Nonsampling Errors and Response Rate Calculations	16 17
Th	6/26	Data Analysis: Preliminary Steps	18
F	6/27	Data Analysis: Analyzing Individual Variables and Basics of Hypothesis Testing	19
M	6/30	Data Analysis: Analyzing Multiple Variables Simultaneously	20
T	7/1	Final Exam (Exam 4)	16-20

Note: *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	Yourself	

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.
