

# Basic Marketing Research Business 331 Section 1 Tuesday/ Thursday 2:00-3:15PM

Fall  
2017

**Instructor:** Dave Schanke

Lecture 1: 2:00 pm to 3:15 Tuesday, Thursday CCC 104

**Please review this syllabus completely.** Let me know if you have questions.

## **Contact Information**

E-mail: [dschanke@uwsp.edu](mailto:dschanke@uwsp.edu) Preferred contact

Cell Phone: 920-277-1572

Office: 413 CPS

Office Hours: See Content D2L

## **Materials and Course Requirements**

**Textbook:** Malhotra Nares, Essentials of Marketing Research. Upper Saddle River NJ Pearson Education Inc., 2015.

**Other readings and handouts:** Will be announced in class and posted on D2L

**Syllabus:** This syllabus may be modified at the discretion of the instructor. Any changes will be posted on D2L.

**Internet:** in order to take this course you must have access to D2L and a reliable internet connection.

## **Mission Statement of the School of Business & Economics**

The UW-SP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. We serve the students, business, economy, and people of the greater central Wisconsin region. Our students achieve an understanding of regional opportunities that exist within the global economy.

Evidence of our graduates' level of preparation can be found in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically
- Communicate effectively

## **Attendance and class participation**

Regular attendance is an underpinning of doing well in the class. Everyone is expected to participate in class and group activities. **It is your responsibility to make sure you participate in a group.**

If you miss class, it is your responsibility to get the notes and other materials from another classmate. **If you are going to miss a test or a presentation you must let me know at least one day in advance by email.** Otherwise, you do not need to let me know if you are going to miss class.

**I will take attendance.**

**Late work:** Not accepted-without prior explanation

## **Academic Honesty**

No plagiarism or cheating will be tolerated. **All written work will be submitted to a drop box on D2L and evaluated by Turnitin.com.**

## **Student Rights and Responsibilities /Academic Misconduct**

Please review the information found at the following link: <http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

### Class Guidelines

If you need to leave early please sit by the exit so that you do not disrupt the class. Please be respectful of your classmates and turn off your cell phone or put it on vibrate prior to class. limit texting,

- No use of electronic devices **during student presentations**-this will result in a significant reduction in your class participation grade. Please respect your fellow students.
- Late work: Not accepted-unless explanation at least one day prior to due date.
- All written projects or group presentations must be turned into the drop box so that they can be evaluated by Turnitin.com. *A written assignment does not count as having been turned in unless it is in the drop box.* For group presentations **only one member of the group needs to turn the presentation in to the drop box.**
- Any threatening or inappropriate behavior will be referred to the appropriate authorities.
- ***It is the responsibility of the individual student* to ensure that they are assigned to a group and that they participate in group activities.**
- We have class periods scheduled as work days including days where the lecture does not take the entire period. I do take attendance on these days. **The purpose for using class periods as work days is for groups to be able to get together and discuss their project. Many students have very full schedules and need structured time to meet. If this presents a problem see me at the beginning of the semester.**
- **Due to changing schedules of clients and their availability, the syllabus for this course historically changes several times throughout the semester.** Updates and information about the course are available on the news section of D2L. **It is the student's responsibility to check D2L regularly for news on the course and updated content.**

### Course Description and Objectives:

Basic Marketing Research is a 3 credit course. The course explores the topics including: problem definition, secondary information, exploratory research, qualitative information primary research and quantitative research.

This course will show you many different ways that managers use marketing research to make better decisions. You will have many opportunities to apply this course and the problem solving skills you learn to real life situations. This course is taught from the perspective of managing a research project however, there will also be tests on the content from the slides, discussion in class and in the text.

### Course Objectives

At the end of this course you will have learned the following

1. You will understand the marketing research process and how it plays a vital role in helping managers make the best possible decisions.
2. You will learn about primary and secondary research methods, exploratory research, descriptive research and conclusive research and how scales are constructed and used.
3. You will improve your teamwork, planning, problem solving, project management and analytical skills.
4. You will be able to present your ideas in a coherent and persuasive manner.

5. You will develop your personal set of values by following through in a professional manner with your commitments to your client, your fellow students and to me.
6. You will **learn initiative in developing relationships** and managing a project.
7. You will be able to put this project on your resume.
8. You will learn how to manage a relationship with a client.

**Weekly reading, work assignments and material covered in class.**

The Text book weekly reading assignments are on the detailed schedule in this syllabus. Other reading assignments may be assigned in class. You should read assigned readings prior to coming to class. **We may deviate from the detailed schedule depending on how quickly we cover the material in class and how much class time is needed to work on the group projects. We will cover key material in class but you are still responsible for understanding what is in the chapters.**

**Grading Description**

**Points**

<b>IRB CITI Examination Completed by 1/31 at 12:59 PM</b> This is a requirement to do research at UWSP if you don't take the exam I will not be able to let you continue the course.	75 Points
<b>IRB Instructor approval of group's IRB part 1 and 2 forms</b> This is a requirement of the course-You many not proceed to do a project without this completed and approved.	25 Points
<b>Group Project (3 phases to project-100 each phase) presentation phase</b>	300
<b>Mid Term Exam</b>	100
<b>Final Exam</b>	100
<b>Class Participation and Attendance</b>	50
<b>Worksheets 4 (25 points each to be completed by individual students not group)</b>	100
<b>Total points</b>	750

**The course is set up so that there is a “learn the concept apply the concept” flow.**

**Graded Items**

**Group Project (300 points-100 points for each of the 3 phases of the project-there are detailed instructions on D2L as well as a rubric and peer review)**

The focus of this course is on doing a group project for a **real client** with a real issue. **You will approach the project from the standpoint of your group as a Marketing Research Firm and you have a new client.** This client has real needs for marketing research support in order for them to make a decision.

You will need to manage the project, *take initiative* in developing a working relationship with the client and provide the client with the results at each step in the process. The results will mean a client presentation at each phase. At least one member of your group should meet face to face with the client to present the plan. **do not wait for each of the group member's schedules to coincide in order to meet with the client. You will run out of time.** Just emailing the project to your client without a face to face meeting will result in a significant reduction in your project grade.

If there are issues with the group working together-please let me know so I can take appropriate action. In real life people with many different backgrounds and personalities have to work with each other so their team can accomplish an assigned goal. In most organizations employees are evaluated based on their ability to work effectively in teams.

**There are 3 phases to the research study. Each phase builds on the previous phase.**

We will assign teams in class. Your team assignment **will be permanent** throughout the semester. **Individual and detailed descriptions for each of the 3 phases of the project, rubric and peer review, are posted separately on D2L. You are expected to read and familiarize yourself with the directions. A team Registration sheet is required.**

**Citations:** All written assignments are to follow the American Psychological Association (APA) style guidelines for documentation, grammar, spelling, and punctuation. Points will be deducted for those deviating from APA style. Use the Publication manual of The American Psychological Association (6th ed.) for all writing projects you do for this class.



Adobe Acrobat  
Document



Adobe Acrobat  
Document

#### **Submitting work to Drop Boxes**

- There are drop boxes that you may submit your work to—please ensure that you put your **work in the appropriate drop box**. The following are the items that need to be dropped into the appropriate Drop Box
  - **CITI completion for each student (course transcript and requirements) Each student**
  - IRB submission documents 1 and 2 and any other IRB required documents (one per group)
  - Problem Definition Phase 1 Presentation (one per group)
  - Focus group qualitative research Phase 2 Presentation (one per group)
  - Phase 3 survey presentation (one per group)
  - Completed Study (one per group)

- Peer reviews (one must be submitted for each of the 3 phases)
- **More specific guidelines on each of the 3 phases and content of the presentations, the rubric and the peer review are posted on D2L**

**IRB/CITI online course and exam: 75 points** According to University policy **each student must be certified to conduct research.** This certification educates students on the ethical issues and behavior involved in researching human subjects.

The CITI course you want to select is **Social, Behavioral and Educational Researchers.** You will read and be tested on 12 modules (2 elective and 10 required.) There are detailed instructions available in D2L.

**You must achieve an average of 80% on each module in order to pass. You may take the tests for each module multiple times. Scores are averaged-so you will want to study the material or take notes as you go through it.**

<https://www.citiprogram.org/index.cfm?pageID=1>

The CITI course will take about a weekend of work—you need to take the CITI course and tests by the time noted in the syllabus otherwise you will not be able to work on the marketing research project.

**If you don't complete the CITI course with an 80% average score the University will not allow you to work on a project if the project is classified as being subject to IRB review.** Completions and grades on the course are automatically reported to the University. If you are having trouble fulfilling this requirement please see me.

**IRB approval of all project documents and permission to proceed with research and Pre-Presentation stage of Phase 1. (25 points).**

**Worksheets 100 points 25 points each:** Worksheets will cover the basic areas of research and will be completed by the individual student **not the group.** Worksheets will be turned in to the appropriate drop box and evaluated by Turnitin.com. 4 areas that will be covered

1. Problem definition and secondary research
2. Qualitative Research
3. Questionnaire development and design

4. Sampling-particularly determining a sample size.

Exams will be based on the book, concepts discussed in class, any assigned articles, readings or videos and the slides.

**Mid-term exam (Exam 100 points)**

**Essay, Short Answer, possible Multiple Choice**

**In class test:** You can bring one 8 ½ x 11 sheet of notes, (both sides) into the exam. You must take the exam during the scheduled class period. If you are unable to take the exam you must tell me 24 hours before the test. Make up tests may be much more difficult.

**Final Exam (Exam 100 points)**

Selected important chapters and terms from the semester. **Finals according to University policy have to be given during exam week. (online or in class) May be similar to Midterm**

**Participation in class 50 points**

During class we will discuss Market Research topics. You are expected to come to class prepared to discuss the material scheduled for the day, participate in class discussions and group activities. Many times due to student's busy schedules groups need structured time for group meetings or to talk with clients or discuss the group project among themselves.

**If you are selected to participate in a focus group-attendance is mandatory during the days you will be interviewed.** The people doing the interviewing need class members that they have recruited.

**Grading: Your semester grade is based on the *TOTAL POINTS* awarded-NOT PERCENTAGES. In order to get the grade in the Letter Grade Column you need to accumulate the number of points in the Total Point Range Column.**

**Grading Scale –750 Total Points**

Grading Scale	Letter Grade	Total Point Range
94% to 100%	A	705-750
90% to 93%	A-	675-704
88% to 89%	B+	660-674
83%-87%	B	623-659
80%-82%	B-	600-622
77%-79%	C+	578-599
73%-76%	C	548-577
70%-72%	C-	525-547
67%-69%	D+	368-524
60%-66%	D	450-367
0%-59%	F	0-449

**ADA Statement:**

If you need an accommodation or special services for this class please see me or call the service at 346-2002. <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

**Student Rights and Responsibilities /Academic Misconduct**

Please review the information found at the following:

<http://www.uwsp.edu/acadaff/Pages/gradeReview.aspx>

**Emergency Response-Please Review**

The link to the Shots Fired video is

[https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-](https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx)

[%20Lightning%20Strikes.aspx](https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx) and the link to the Active Shooter/Code React emergency procedure page is <http://www.uwsp.edu/rmgt/Pages/em/procedures/violence/active-shooter.aspx>.

“In the event of a medical emergency call 911 or use Red Emergency Phone (List Location). Offer assistance if trained and willing to do so. Guide Emergency Responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure. See [www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx](http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx) for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.

In the event of a fire alarm, evacuate the building in a calm manner. Meet across street in parking lot V. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of Emergency Responders.

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**Marketing Principles  
 Business 331  
 Lecture 1**

<b>Date</b>	<b>Class Period</b>	<b>Assignment</b>
9/5	Introduction to Marketing Research	Overview of class, including syllabus, CITI Exam, IRB Requirements, Overview of Project
9/7	Chapter 1 Intro to Marketing Research	<b>Do CITI exam over the weekend</b> Groups Teams formed/ Team Registration sheets filled out
9/12	Chapter 2 Defining the Marketing Research Problem	<b>CITI Results Due/Must be certified by 9/12 11:59 pm</b>
9/14	<b>Client Presentation of Projects</b>	
9/19	Chapter 2 Defining the Marketing Research Problem <b>May have client presentation of Projects</b>	<b>IRB Forms 1&amp;2 Completed and Reviewed with Instructor and submitted to Debbie Palmer Exercise on Problem Definition</b>
9/21	Chapter 3 Research Design	Meet with Client this week after Instructor has reviewed problem audit questions. (Office hours) <b>Get client agreement on Problem Statement</b>
9/26	Chapter 4 Qualitative Information	
9/28	Workday/Catchup on Lecture or Work on Phase 1	
10/3	<b>Review Draft of Presentation with instructor</b>	
10/5	<b>Presentation Phase 1</b>	
10/10	<b>Presentation Phase 1</b>	
10/12	<b>Test Chapters 1-4 in Class</b>	
10/17	Workday Develop Focus Group questions and plan with instructor	
10/19	Focus Groups in Class	<b>Submit Qualitative Research worksheet</b>
10/24	<b>Presentation Phase 2</b>	
10/26	Chapter 5 Survey and Observation	<b>Qualtrics Bring Computers to Class</b>



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10/31	Chapter 6 Experimentation and Causal Research- Introduction to Qualtrics	<b>Qualtrics Bring Computers to Class</b>
11/2	Chapter 7 Measurement and Scaling Identify size of target population and mail list	<b>Identify Mailing Lists and population for Jane Dumke</b>
11/7	Chapter 8 Questionnaire and Form Design Lecture and work on Questions in class	Work on questions for survey
11/9	Chapter 8 Questionnaire and Form Design Lecture and work on Questions in class	Work on questions for survey
11/14	Chapter 8 Questionnaire and Form Design Lecture and work on Questions in class	<b>Submit Questionnaire and Design Worksheet</b>
11/16	Chapter 9 Sampling Design	Work on questions for survey
11/21	<b>Send Out Survey/resend survey if necessary/work on email letter</b>	
11/23	<b>Thanksgiving</b>	
11/28	<b>Send Out Survey/resend survey if necessary</b>	
11/30	<b>Selected concepts Chapter 10 and 13</b>	<b>Worksheet on Sampling Due</b>
12/5	Workday on Presentation	
12/7	Workday on Presentation	
12/12	Presentation #3	
12/14	Presentation #3	
12/20 Final	2:45-4:45	Same Classroom

**Schedule and contents of Syllabus can change at the instructor's discretion. Changes will be posted on D2L.**