

**BUSINESS 331 – MARKETING RESEARCH**

Syllabus – Fall 2020 Term

DUC THEATER 3 p.m.-4:45 p.m., Tuesday-Thursday

Instructor: Kit Kiefer

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Office hours: 2 p.m.-3 p.m. Tuesdays

Virtual office hours via Facebook (Kit Kiefer), Twitter (@KitKatUWSP), LinkedIn, Zoom, and email

**Course Objective**

After taking this class, you should have a working knowledge of what marketing research is, the types of market research, how the various types of market research can work together. You'll learn how to create research instruments, how to select a sample and distribute studies, and how to aggregate and measure data. You'll also learn how budget and schedule market research, and how to create market-research reports and dashboards.

**Materials and Course Requirements**

**Textbook:** Malhotra, Naresh, *Essentials of Marketing Research* (2015).

**Other readings and handouts and worksheets:** Will be announced in class and posted on Canvas.

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

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

**Attendance & Timeliness**

Normally this class would have attendance and participation make up a significant portion of its grade, but these are not normal times. I understand that things are weird right now, and I do not expect you to make every class. Would I like you to? Yes. Do I think you'll get a lot out of it? Absolutely. There are excellent speakers lined up, and I think you'll really enjoy being in class. I do expect you to be present for your research presentations, which will take place one of the last two weeks of class.

**Grading Scale**

Final grades for BUS 331 are based on the following percentages (subject to modification at the instructor’s discretion):

| <b>A</b>    | <b>B</b>    | <b>C</b>    | <b>D</b>   | <b>F</b>   |
|-------------|-------------|-------------|------------|------------|
| 100-96% = A | 92-90% = B+ | 82-80% = C+ | 72-67% = D | 66-00% = F |
| 95-93% = A- | 89-86% = B  | 79-76% = C  |            |            |
|             | 85-83% = B- | 75-73% = C- |            |            |

**Available Points** – There are 1,000 points available in BUS 331, allocated as follows (and subject to change):

| <b>Assignment</b>                          | <b>Total Points Available</b> |
|--|-------------------------------|
| Class participation                        | 240 points                    |
| Assignments                                | 160 points                    |
| Midterm                                    | 150 points                    |
| Final project                              | 200 points                    |
| Final Exam                                 | 150 points                    |
| Extra credit points                        | 100 points                    |
| <b>TOTAL POINTS AVAILABLE FOR SEMESTER</b> | <b>1,000 points</b>           |

**More on Class Assignments**

Assignments should be approached as if you were in charge of market research at an organization and your boss asked you to do a project. If it wouldn’t cut it in the business world, it’s not going to cut it in class. If you have any questions on what that entails, ask me.

It goes without saying (yet I’m saying it) that all assignments should be completed on time, should be relatively attractive, and should be well-written, with attention paid to grammar, spelling, and wordiness. I’m a professional writer and a grammar freak, and while I’ll cut you some slack, I don’t have much tolerance for needlessly sloppy writing. Any assignments using graphics should be clean and attractive.

**In-Class Writing – Participation**

Expect there to be assignments that will pop up at any time during any class period. Basically

you will be given a case study with some relevance to the topic being discussed, and be asked to formulate a research plan in a limited amount of class time. If you are prepared and use common sense you will do well. And just to be very clear: Being prepared means bringing paper and a writing instrument to every class.

### **Final Research Assignment**

Your final research assignment is to work with other members in your assigned group to conduct market research and present a report. You will be assigned a scenario and a group at random; while there may be a few similarities between scenarios, most will be sufficiently different that simply copying one another's approach will not work.

You will be presented with your organization/scenario and what they are looking to accomplish. The rest will be up to you.

You will likely want to address why you're doing the research, and come up with a research plan that addresses multiple aspects of the scenario. This situation will likely not be solved by a quantitative survey alone. Be creative, be exhaustive, and let the needs dictate your survey approach.

- Be realistic about your outcomes. You're probably going to have low response rates, and not all the pieces of information you need will be available.
- Let the data dictate your next steps. Try hard to not go approach the project with preconceived notions.

What are your deliverables?

- A research report, with:
  - An executive summary;
  - A description of your scenario, outlining challenges and opportunities;
  - A description of your chosen research tactics;
  - Details on the findings; and
  - Recommendations based on the findings.
- A presentation of no longer than 15 minutes (and I'm gonna hold you to that) describing your scenario and how you plan to address it.

One final thought: For this particular assignment, it's better to be detailed than grandiose. A series of small victories are a more realistic – and in many ways, a better – expected outcome.

**IRB/CITI online course and exam**

According to University policy, each student must be certified to conduct research. This certification educates students on 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/10 required). There are detailed instructions available in Canvas.

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 class or on the syllabus, or 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.* 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 is needed to proceed with research.

**Guests**

We will have professional guests working with the class from time to time, either live or via Skype/Zoom. Some of these people are working at the highest levels of their professions. Please treat them with respect and give them your undivided attention – and by all means, interact with them. They want you to succeed every bit as much as I want you to succeed. If you are unprofessional with them, you will receive a participation grade of 0 for the day.

**UWSP Values Statement**

The University of Wisconsin-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students and instructors. This set of expectations is known as the Rights and Responsibilities document, and is intended to help establish a positive living and learning environment at UWSP. To view a copy of the document, click on: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilites.aspx>

**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

**Statement on Disabilities Services**

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions such as UWSP to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, click on:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center. From there, you can share with the instructor any special accommodations that will assist you in being successful in this course. The Disability and Assistive Technology Center is located on the sixth floor of the Learning Resource Center. You may also click on: <http://www4.uwsp.edu/special/disability>

**Class Schedule** (Subject to change at any time)

| WK | DATE                | TOPIC  | READING/ ASSIGNMENT   |
|----|---------------------|--|---|
| 1  | Sept. 3             | Syllabus Review – Introductions<br>What is marketing research?<br>Marketing research overview      | READ: Chapters 1 and 2<br>IRB/CITI certification<br>Qualtrics signup<br>Organizational assignment |
| 2  | Sept. 8-14          | Quantitative research:<br>Introduction<br>Survey Design<br>Audiences/Distribution                  | READ: Chapters 3 and 5<br>Organizational research/client meeting                                  |
| 3  | Sept. 15-21         | Quantitative Research:<br>Types of quantitative studies<br>Employee research<br>Political research | READ: Chapters 7 and 8<br>Survey selection/instrument preparation                                 |
| 4  | Sept. 22-28         | Quantitative research:<br>Analysis   | READ: Chapter 11<br>Instrument review with client   |
| 5  | Sept. 29-<br>Oct. 5 | Qualitative research:<br>Types, scenarios, and best practices                                      | READ: Chapter 4<br>Background/supplemental research   |
| 6  | Oct. 6-12           | Analyzing qualitative research<br>Social research  | READ: Resource list/TBD<br>Surveying  |
| 7  | Oct. 13-19          | Competitive intelligence<br>Predictive modeling  | READ: Resource list/TBD<br>Surveying  |
| 8  | Oct. 26-<br>Nov. 2  | Other types of market research (CSAT, IVR, CX, etc.)<br>Guest: Danielle Bliven<br>MIDTERM          | READ: Resource list/TBD<br>Surveying  |
| 9  | Nov. 3-9            | ELECTION SPECIAL!!!!<br>Data normalization<br>Research planning, budgeting and scheduling          | READ: Resource list/TBD<br>Analysis   |
| 10 | Nov. 10-16          | Market research and product development<br>Market research and content marketing                   | READ: Resource list/TBD<br>Analysis   |

|    |            |  |                                      |
|----|------------|--|--------------------------------------|
| 11 | Nov. 17-23 | Creating research reports, dashboards, and presentations | READ: Chapter 13<br>Reporting        |
| 12 | Nov. 24-30 | Diversity, research ethics, and research careers         | READ: Resource list/TBD<br>Reporting |
| 13 | Dec. 1-7   | Capstone presentations                                   |                                      |
| 14 | Dec. 10    | Capstone presentations                                   |                                      |
| 16 | Dec. 15ish | FINAL  |                                      |