

**MORAVIAN COLLEGE**  
**MARKETING RESEARCH**  
**MGMT 311**

Spring, 2007  
Comenius 101  
Tu/Th 10:20 – 11:30 p.m.

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Office Hrs: M/W 1:00 – 3:00 p.m.  
Others by appointment

**COURSE DESCRIPTION:**

MGMT 311 is an applications course that covers the entire research process, including problem identification, secondary and primary data collection, scaling techniques, questionnaire design, reliability and validity, experimental design, sampling, data analysis, and data communication. This course provides students with an understanding of marketing research and its usefulness in the organization. It will focus on aiding the marketing manager to improve decision-making.

**COURSE OBJECTIVES:**

Marketing research is the systematic and objective planning, gathering, recording, and analyzing of information to enhance the decision-making of marketing managers. To effectively perform marketing research, students must have a solid grasp of its fundamentals. Therefore, upon successful completion of this course, the student should be able to:

1. Analyze and critique market research and evaluation plans, including sampling plans, data collection instruments, and data analyses plans.
2. Demonstrate the uses of statistical methods in applied market research, and apply these skills in completing assigned Excel exercises utilizing existing databases.
3. Develop critiques of published research and evaluation articles, reports, and studies including research from online databases or the World Wide Web.
4. Analyze the importance to be placed on market research-based materials and how research materials can be utilized in creating solutions to business problems.
5. Apply market-related research and organizational evaluations in solving business problems.

## **REQUIRED TEXTS AND MATERIALS:**

Parasuraman, A., Grewal, D., & Krishnan, R., (2007). *Marketing Research 2<sup>nd</sup> Edition*, Houghton Mifflin Co.

SurveyZ – with text (www.surveyZ.com)

SPSS (Campus Version)

Additional readings in marketing methods provided by the professor via URL links to web pages and databases, handouts in class, or articles from the library or other sources. These reading assignments will be made available via the Blackboard system.

## **COURSE REQUIREMENTS:**

The course requirements are as follows:

1. **Mid-Term Examination** - A mid-term examination (20% of the course grade) will be required. This examination will consist of multiple-choice, essay, and problem questions, which will be based on course content to that point. Questions will be both fact-based and integrative in nature. The organization, depth, and clarity of responses will be an important grading consideration.
2. **Group Research Project** - Students will form groups of approximately 3-5 students each. Each group will complete a market research project for a topic from a list provided by the instructor. Each group will be responsible for selecting a sample, writing a questionnaire, administering the instrument and analyzing the data. At the end of the course, each group will present their findings in a written report and oral presentation. *Students will use the SurveyZ software for instrument creation and administration and SPSS for data analysis. Classroom time will be provided for working with these programs.* **All groups are expected to work independently of other groups.** Students will select their own groups for this project, but all groups must be pre-approved by the instructor. Because the groups are self-selected, any internal group problems will be worked out by the group members. During the last week of class, the groups will present their projects to the class. The research proposal will account for 20% of the course grade and the presentation will account for 5% of the course grade. All students are expected to attend the presentations. The groups will be randomly assigned to determine the order of presentation.
3. **Homework sets** - Each student must respond to six homework assignments throughout the semester. These homework sets will consist of cases and/or applications exercises from the text. Thorough analyses are expected. *Each student will work independently on these analyses.* The lowest score will be dropped from the final grade (i.e., your grade is comprised only of the top five of six scores). The homework sets will account for twenty (25%) percent of your grade. The homework assignments are to be turned in on the dates noted in the course schedule. Late assignments will not be accepted unless prior arrangements have been made with the instructor.

4. **Individual Computer Assignments** - In order for students to gain familiarity with typical market research analyses, students will be given three (3) SPSS computer assignments during the semester, accounting for 20% of the course grade. Late assignments will not be accepted unless prior arrangements have been made with the instructor.
  
5. **Attendance and participation**: Students are expected to attend class and participate in classroom discussions and exercises. If you know you will be absent from a class, please inform the instructor beforehand. In addition, extra assignments will be given throughout the semester. These will be based on the reading assignments and class instruction. Your responses should fully address the issue(s) raised in the questions and should reflect your understanding of the assigned readings. These assignments will serve as discussion for class and may be worked on in groups. While the extra assignments are not graded for correctness, the completion and timely submission of assignments will determine whether or not you receive credit for this portion of the course grade. It is extremely important that they be completed on time and that you are prepared to discuss the assignments. Attendance, participation, and homework is worth 10% of the course grade.

**GRADING:**

The final course grade will be determined as follows:

Mid-term Examination -----	20%
Group Research Project-----	20%
Group Presentation -----	5%
Homework sets-----	25%
Individual Computer Assignments-----	20%
Attendance and participation-----	10%
 TOTAL -----	 100%

## **WRITING STANDARDS:**

Effective managers, leaders, and teachers are also effective communicators. Written communication is an important element of the total communication process. Moravian College recognizes and expects exemplary writing to be the norm for course work. To this end, all papers, individual and group, must demonstrate high-quality level writing and comply with the format requirements of the Publication Manual of the American Psychological Association, 5<sup>th</sup> Edition. Careful attention should be given to spelling, punctuation, source citations, references, and the presentation of tables and figures. It is expected that all course work will be presented on time and error free. Work submitted online should follow standard procedures for formatting and citations.

## **POLICY ON ACADEMIC HONESTY AND PLAGIARISM:**

Academic integrity is central to the learning and teaching process. Students are expected to conduct themselves in a manner that will contribute to the maintenance of academic integrity by making all reasonable efforts to prevent the occurrence of academic dishonesty. Academic dishonesty includes, but is not limited to, obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism of all types.

Plagiarism is the intentional or unintentional presentation of another person's idea or product as one's own. Plagiarism includes, but is not limited to, the following: copying verbatim all or part of another's written work; using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; paraphrasing ideas, conclusions, or research without citing the source; and using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students can avoid unintentional plagiarism by following carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources to material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources. The penalties for plagiarism include a grade of "F" on the work in question, a grade of "F" in the course. All acts of suspected plagiarism will also be reported to the College. Students are encouraged to review the student handbook (pgs. 51 – 56) for further clarification on academic honesty.

**COURSE ASSIGNMENTS AND SCHEDULE\*:**

<b>Date</b>	<b>Topic</b>	<b>Reading Due</b>	<b>Assignment Due</b>
1/16/07	Course Intro.		
1/18/07	Marketing Research Process	Ch. 1, 2	
1/23/07	Types of marketing research	Ch. 3	
1/25/07	Secondary data	Ch. 4	
1/30/07	Primary data overview	Ch. 5	Homework Set #1
2/01/07	GIS methods	Ch. 6	
2/06/07	Qualitative Research	Ch. 7	<i>Research groups due</i>
2/08/07	"		Homework Set #2
2/13/07	Experimentation	Ch. 8	
2/15/07	"		
2/20/07	Measurement, scaling & design	Ch. 9, 10	Homework Set #3
2/22/07	"		
2/27/07	"		Homework Set #4
3/01/07	<b>Midterm</b>		
3/06/07	<b>Spring Break</b>		
3/08/07	"		
3/13/07	Measurement, scaling & design		
3/15/07	Sampling	Ch. 11	
3/20/07	"		Homework Set #5
3/22/07	Data Cleaning	Ch. 12	
3/27/07	Hypothesis testing	Ch. 13	Homework Set #6
3/29/07	"		
4/03/07	"		SPSS #1 due
4/05/07	Correlation and regression	Ch. 14	
4/10/07	"		
4/12/07	Multivariate overview	Ch.15	SPSS #2 due
4/17/07	"		
4/19/07	Reporting research	Ch. 16	SPSS #3 due
4/24/07	<i>Group Presentations</i>		
4/26/07	"		

\*Note: This schedule is subject to change throughout the semester.