

MORAVIAN COLLEGE
MARKETING RESEARCH
MGMT 311

Fall, 2010
PPHAC 112
T/R 1:10 – 2:20 p.m.

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Office Hrs: M/W: 1:00 – 2:00 p.m.
T/R: 3:00 – 4:00 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:

Hair, Bush, & Ortinau (2009). *Marketing Research in a digital information environment*, 4th ed. McGraw-Hill Irwin.

Qualtrics – sign up for free account (www.qualtrics.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. **Extended Problem Sets (aka tests)** – Two take-home tests will be required. These examinations 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. Students are expected to work *independently* on the problem sets and will be asked to sign a pledge to that effect.
2. **Group Research Project** - Students will form groups of between 3-4 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 (approximately 12 pages) and oral presentation (approximately 15 minutes). *Students will use the Qualtrics software for instrument creation and administration and SPSS for data analysis. Classroom time will be provided for working with these programs although it is expected that most of the work will take place outside of the classroom.* 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. All students are expected to attend the presentations. The groups will be randomly assigned to determine the order of presentation.
3. **Case Studies** - Each student must respond to three (3) case study assignments throughout the semester, taken from your text. Thorough critical analyses are expected and will be between 3-4 pages in length. *Each student will choose a “study buddy” for these cases. Prior to turning the case in for grading, you will make your case write-up available to your study buddy for peer review and correction.* These 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. **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.

GRADING:

The final course grade will be determined as follows:

Extended Problem Sets (2)-----	200 pts
Group Research Project - paper-----	100 pts
Group Presentation -----	25 pts
Case Studies (3)-----	150 pts
Attendance and participation-----	25 pts
 TOTAL -----	 500 pts

Extra Credit: There will be several projects available for students to obtain extra credit. There will NOT be any individual extra credit opportunities (i.e., all extra credit opportunities will be made available to all students). These extra credit opportunities will require extra work on the part of the student and are optional.

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, 5th 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*:

Date	Topic	Reading Due	Assignment Due
8/31/10	Course Intro	Ch. 1	
9/02/10	Overview of Research	Ch. 2	
9/07/10	IT Research & Mkt. Intell.	Ch. 3,4	
9/09/10	<i>Rosh Hashanah</i>		
9/14/10	Secondary Data	Ch. 5	<i>Case 1 draft to peer</i>
9/16/10	Qualitative Research	Ch. 6	
9/21/10	“		Case 1 due to me
9/23/10	Reporting Qual. Research	Ch. 7	
9/28/10	Descriptive Research Designs	Ch. 8	
9/30/10	“		
10/05/10	Causal Research Design	Ch. 9	
10/07/10	“		Extended Problem Set 1 due
10/12/10	<i>Fall Break</i>		
10/14/10	Sampling	Ch. 10	
10/19/10	“		<i>Case 2 draft to peer</i>
10/21/10	Measurement	Ch. 11, 12	
10/26/10	“		Case 2 due to me
10/28/10	“		
11/02/10	Questionnaire Design	Ch. 13	
11/04/10	“		
11/09/10	Data Prep	Ch. 14	
11/11/10	Tests for Sig. Diff.	Ch. 15	<i>Case 3 draft to peer</i>
11/16/10	“		
11/18/10	Tests for Association	Ch. 16	Case 3 due to me
11/23/10	“		
11/25/10	<i>Thanksgiving</i>		
11/30/10	Presenting research	Ch. 18	
12/02/10	Overview of multivariate	Ch. 17	Extended Problem Set 2 due
12/07/10	<i>Presentations</i>		Project papers due

***Note:** The schedule, topics and assignments outlined above are subject to change throughout the semester.