

MORAVIAN COLLEGE
MARKETING RESEARCH
MGMT 311

Spring, 2012
Comenius 101
M/W 2:35 – 3:45 p.m.

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Office Hrs: M/W: 1:00 – 2:00 p.m.
T/R: 9:00 – 10:00 a.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:

Churchill, Brown, & Suter (2010). *Basic Marketing Research*, 7th ed. South-Western. ISBN: 978-1-4390-4139-0

Qualtrics – with text (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. **Problem Sets**– Three problem sets will be assigned throughout the semester. These homework sets will consist of problems and questions from your text. Students are expected to work independently on the problem sets.
2. **Case Studies** - Each student must respond to two (2) case study assignments throughout the semester, taken from your text. Thorough critical analyses are expected and will be between 4-5 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.
3. **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.
4. **Research Project.** Marketing research is best learned by actually conducting research. Accordingly, you are required to identify a marketing research problem for an organization or company and to complete a research project that provides decision makers with solid information with respect to the opportunity or problem

at hand. You will work in groups (groups will be organized during the first or second class session).

During the course of the semester, your group will be required to turn in three written reports, the Research Request Agreement (100 points), the Research Proposal (100 points), and the Research Report (200 points). In addition, you will present your results to your classmates (100 points).

The Research Request Agreement will detail precisely the nature of the client's research problem. This report, not to exceed 5 pages, should review the nature of your discussions with your client, provide background on the situation, and define the research problem(s). (An example Research Request Agreement is included in chapter 4 in the text.) Please note: I expect your projects to address meaningful issues and will reject projects that lack merit. If there is a question about this, please see me prior to the completion of the first report. You will also be required to overview the research problem(s) for the class.

The Research Proposal will include (a) a summary of the decision problem and research problem(s) being addressed, (b) a comprehensive discussion of secondary data and/or exploratory research conducted and (c) a complete discussion of the research design, data collection method and forms, and sampling plan for your project. This report (roughly 15 pages plus appendices) is to provide the rationale for decisions you have made and will serve as a summary of the project prior to data collection. (An outline is available in chapter 4 in the text.) In addition, your group will present an overview of your project's research design to the class. You will also need to complete the appropriate forms for the HSIRB committee in ample time to complete the research.

The Research Report will provide a written summary of the complete project. (An outline is available in chapter 21 in the text.) The emphasis will be on the results obtained and your interpretation of these results. The Research Report should be written for the client such that he/she can easily see how your research has provided answers to the research problem(s). Managers are typically not interested in flashy displays of numbers, graphics, etc.; rather, they want to see answers presented in an easy-to-understand format. You should present these answers via whatever means allow you to best communicate the information (e.g., graphs, tables, figures, text). Remember that, in general, you will be writing to managers, not other researchers. One appropriate technique is to discuss the results in the text of your report, using only those numbers and charts necessary to support your comments, and to provide more complete information about data, analyses, etc., in a technical appendix. The preliminary Research Report is due during the last week of class (see schedule). I will grade the preliminary report, provide feedback on how to improve it, and allow each group to improve its grade by revising the report. The final Research Report is due at the time of the Oral presentation during finals week (see schedule). Late papers will be severely penalized (this goes for all reports and assignments).

Note: You are responsible for getting a copy of the final report to your client. You must turn in a copy of the cover letter sent to the client along with the final report. *The members of your group will not receive final course*

grades until I have evidence that you have carried through on your commitment to your client.

Groups will make oral presentations of their projects to the class during the final week of classes. You should assume that you are presenting your results to the managers of the company or organization for which the project has been conducted (and, in fact, some groups may have the opportunity to actually do such a presentation). Again, you should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

The research project is the single most important part of the course. It will take tremendous effort on your part, but the rewards can be great. As you work with your client organization or company, please keep in mind that your reputation and the reputation of our school are on the line.

Notes: (1) To analyze your data you will need to use a statistical software package. You will have access to SPSS in the computer lab. I do not expect you to be familiar with this software package coming into the course, but I do expect that you are computer literate and can easily learn to use it. (2) If any member of this class feels that he/she has a disability and needs special accommodations of any nature, you should contact me or the Office of Student disability Services. Reasonable accommodations will be made to ensure that you have a fair opportunity to perform in this class.

How to succeed in this course: Okay, let's get it out of the way up front. **This course will be HARD!!** In fact, it just might be the most challenging course you will take for your major. You should expect to work on this course a *minimum* of 6-8 hours per week (in and out of class) on average if you wish to do well. For most people, thinking like a researcher is a difficult topic, as it requires both creativity and scientific thought. You will be challenged and often times puzzled if not downright frustrated throughout the semester. This course will be conducted at a very fast pace and it is imperative that you keep up with the reading and classroom lectures if you wish to do well. You would be well advised to treat this course as you would your future job. I expect a great deal of professionalism and effort from you and shirkers will not only be found out, they will be left behind (intellectually speaking and grade-wise that is).

All this being said, I will do everything in my power to answer all your questions and help you as much as possible throughout the process. However this is a two-way street and I expect that you are putting forth your best efforts as if this were a \$50,000/year job! I have a philosophy of working very strongly for my team and expect you to work as strongly for yourself and your teammates. Many times throughout the course you will be

asked to present your thoughts and progress to your peers. Jump on these opportunities. I will give you tough feedback but promise to do so in a respectful manner. It's been my experience that the students who do the best in this course are those who seize every opportunity to improve, including sharing their thoughts with the rest of the class.

In addition, do NOT wait until the last minute to begin a long-term project. This will only harm your learning and your grade. While I make every effort to make myself available to students outside of the classroom, I will not be returning emails mere hours before a long-term project is due if it's obvious to me that you are just starting the project. I am happy to provide as much assistance to you as necessary and will even go so far as to help you run your analyses, but I believe in the adage that "poor planning on your part does not constitute an emergency on my part." If you come to me too late in the project, I most likely will not have available time to help you. Plan your work accordingly!

Last, even though these comments may appear somewhat scary ***this course actually will be a lot of fun and incredibly beneficial to you*** if you do your part (i.e., read before class, ask questions, participate and present, etc.). *We will work together and push each other to help each individual in this class attain his/her maximum potential and prepare you for your future.* Now that you can see graduation in front of you I think of my job as helping you to transition from the academic world to the world of work and will treat you much the same as you will be treated on the job (i.e., professionally but with expectations). In all truth though, if you are not prepared to work and learn then you might be better served taking another course. That being said, let's have some fun and learn!!

GRADING:

The final course grade will be determined as follows:

Extended Problem Sets (3)-----	300 pts
Case Studies (2 at 50 pts each)-----	100 pts
Attendance and participation-----	100 pts
Research Project:	
Research Request Agreement	100
Research Proposal	100
Research Report	200
Oral Presentation	100 500 pts
 TOTAL -----	 1000 pts

Extra Credit: While coming to class is a necessary component to success in this course, it is not sufficient. Even more important is the effort that you put forth. *Each student will be eligible to earn up to 25 "effort points" for contribution to the class and our projects.* These points will be distributed by the instructor to students who are actively participating, leading, etc. Effort cards will be given to students throughout the semester for extra effort as deemed appropriate by the instructor and may be turned in for extra

credit. *It is the responsibility of the student to turn these completed cards into the instructor for redemption prior to the final exam or they will expire.*

Additional extra credit assignments may be made available to the class throughout the semester.

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.

Students who wish to seek additional help may contact The Writing Center.

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.

Students with Disabilities:

Students who wish to request accommodations in this class for a disability should contact Mr. Joe Kempfer, Assistant Director of Learning Services for Disability Support, 1307

Main Street (extension 1510). Accommodations cannot be provided until authorization is received from the office of Learning Services.

The Writing Center is located in a building that is not accessible to persons with mobility impairments. If you need the services of the Writing Center, please call 610-861-1392.

COURSE ASSIGNMENTS AND SCHEDULE*:

Date	Topic	Reading Due	Assignment Due
1/16/12	Course Intro – project discussion		
1/18/12	Role of marketing research	Ch. 1	<i>Group formations</i>
1/23/12	Gathering mkt intelligence	Ch. 2 & 3	Problem definition – meet with client
1/25/12	Problem formulation	Ch. 4	
1/30/12	Research Design	Ch. 5 & 6	
2/01/12	<i>Group projects; class presentations</i>	“	<i>Hand in Research Request Agreement</i>
2/06/12	Research Design	“	
2/08/12	Secondary Data	Ch. 7 & 8	Problem Set 1 due
2/13/12	Primary Data	Ch. 9 & 10	
2/15/12	Measurement Theory	Ch. 12	
2/20/12	“	“	Case #1 due to partner
2/22/12	Measuring attitudes	Ch. 13	
2/27/12	Data Collection forms	Ch. 14	
2/29/12	“	“	Case #1 due to professor
3/05/12	Spring Break		
3/07/12	“		
3/12/12	Sampling	Chs. 15 & 16	<i>HSIRB Proposal due to HSIRB</i>
3/14/12	“	“	
3/19/12	“	“	
3/21/12	<i>Group projects; class presentations</i>		<i>Hand in research proposal</i>
3/26/12	Issues with sampling	Ch. 17	Problem Set 2 due
3/28/12	Preparing Data	Ch. 18	<i>Hand in codebook</i>
4/02/12	“	“	Case #2 due to partner
4/04/12	Data Analysis	Ch. 19 & 20	
4/09/12	Easter Recess		
4/11/12	Data Analysis (cont'd)	“	Case # 2 due to professor
4/16/12	“	“	
4/18/12	“	“	
4/23/12	Research Reports	Ch. 21	Problem Set 3 due
4/25/12	Wrap up and special topics	TBA	<i>Hand in preliminary research report</i>
5/3/12 1:30 – 4:30 pm	<i>Oral Presentations and Final Research Reports</i>		<i>Final Report due</i>

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