

MARK4000 Marketing Research, Professor Barbara CARROLL – Spring 2009

Info about Me and My Availability to You:

BS – Marketing, Mississippi State University, 1971

MBA – University of Kentucky, 1982

PhD (Marketing Major, Social Psychology/Quantitative Analysis Minors) – Indiana University, 1986

At UGA since 1986

Non-Academic Work Experience: Professional Buying – Retailing, Manufacturing, and Government

Research Interests: Satisfaction, Disposition Behavior, eBay, Solo Singles

I teach two section of MR at 9:30 and 11:00 TTh this same room in the SLC. I will be outside this classroom in the hallways for after-class questions each TTh for 15 minutes or until there are no more students to see. I shall be available to you in my office at 118 Brooks **by appointment** TTh between 2:00 and 3:00pm. Feel free to schedule any needed office appointment with me.

You can reach me quickest by email, bcarroll@uga.edu. You may also leave a message at 706-542-3756. This course has MARK3000 (Principles) as a prerequisite.

Book: None, readings assigned periodically.

Grading:

The grade for most of you will be the average of TWO objective exams (non-comprehensive) that will cover any/all material discussed in class, outside readings, etc. Tentative exam dates follow:

- Exam I MC/TF (approximately 80 questions) - **Tuesday, March 3**
- Exam II - MC/TF (approximately 80 questions) - **Thursday, April 23**
- Required take-home final due in class – **Thursday, April 16**
- ALL ESSAY MAKEUPS, ALSO DAY TO CHECK GRADES/LAST DAY TO REVIEW GRADING MATERIALS – **Last day of class, April 28**

Makeup Exams - **essay** - 4/5 big questions on material (on big topics, e.g., chapter titles). You may *have to* answer one or two with the remaining chosen from a total of five. I do not box you in with the questions. Be prepared to discuss the concepts covered, as well as provide marketing applications of such knowledge. You can choose to take regular objective exam OR makeup essay exam(s), BUT YOU CANNOT TAKE BOTH) – **All make-ups are given the same day during class period, Thursday, April 28.** Grades tend to vary more on essay exams, and it can be easier to do poorly on an essay test if you are not well prepared

No Honors Option offered for this class..

There is a required take home **final (doing this following instructions completely adds 1% for your final average; not doing this following instructions completely subtracts 1% from your final average)** that involves summarizing the lead (i.e., first) article in the April 2006 issue of *Marketing Letters*, “Some Antecedents and Outcomes of Brand Love,” (Carroll and Ahuvia Write the summary ***in your own words, not those of the authors.*** **KEY COMPONENTS OF THIS ASSIGNMENT ARE FINDING THE ARTICLE (there will be no monetary cost to you) AS REQUIRED AND FOLLOWING THESE INSTRUCTIONS.**

1. Two-page single spaced summary with your name, class time, UGA ID#, and email address in top-left corner
2. Article title centered as title of summary
3. Separate sections with headings:
 - a. Research Question
 - b. Research Method
 - c. Findings
 - d. Marketing Implications
 - e. Staple article (**PDF FORMAT WITH ALL PICTURES, TABLES, ETC.**) to the back of your summary turn in during class or slip under my office door by 5:00 pm, **April 16** (Keep a file/copy “just in case”).

I plan to have exam grades back to you the within one week.. I will bring grades to class for a few periods after the exam. If you want to go over your exam, you will need to seem me after class in the SLC or schedule a TTh afternoon office appointment.

Thursday, December 4 during the regular class periods (when I’m also giving any make-ups needed) is the last day to check your grade inputs, review any materials, or ask any questions. At that point, if you are not taking a makeup, your course grade will be available. Note: I do not email any grades with following exception: make-up exams. Grade cuts are below.

A 93.0, A- 89.5, B+ 87.0, B 83.0, B- 79.5, C+ 77.0, C 69.5, C- 65.0, D 59.0