

**Marketing Research  
MARK 4000  
Course Syllabus**

TERM Spring 2009

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**OFFICE HOURS**

*Tuesday and Thursday 3:15 – 4:00 – please request an appointment by email*

**REQUIRED TEXT AND COURSE MATERIAL**

Marketing Research within a Changing Information Environment, 3<sup>rd</sup> edition, Joseph Hair Jr., Robert Bush and David Ortinau (2006), McGraw Hill-Irwin (*required*).

\*Other required reading materials will be posted on WebCT.

\*Websites that provide useful information and articles on marketing research include the following:

<http://www.mra-net.org/> (Marketing Research Association)  
<http://www.rivainc.com/about/> (RIVA – focus group research)  
[www.acrwebsite.org](http://www.acrwebsite.org) (Association for Consumer Research)  
[www.quirks.com](http://www.quirks.com) (check Article Archive)

**COURSE DESCRIPTION**

The value and methods of marketing research in the context of business decision making. The course first stresses the process of obtaining information, and then emphasizes the use of this information to reduce the risks in marketing decision making.

**PREREQUISITES**

Prerequisites: MARK 3000 and MSIT 3000 or STAT 3000

Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

**COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES.**

Upon completion of this course, each student should be able to:

- Realize the importance of marketing research in making effective marketing decisions
- Understand the relevance of secondary data in marketing
- Understand the advantages and disadvantages of major primary data collection methodologies (survey, focus group, observation, experimentation)
- Understand the importance and application of appropriate statistical methods in marketing research
- Be able to assess, evaluate and communicate research findings.

## TOPICAL OUTLINE

- Definition and importance of marketing research
- Problem definition and approach
- Introduction to research design
- Secondary data
- Emerging information technology as it applies to marketing research
- Qualitative research
- Survey, observation, and experimentation
- Measurement and scaling
- Questionnaire design
- Sampling
- Data collection and preparation
- Application of the following statistical methods: Descriptive (including cross tabs), estimation, basic hypothesis tests, comparisons of two or more groups, regression and correlation
- Reporting Results

## EXAMINATION AND ASSIGNMENT MAKE-UP POLICY

Exam dates and assignment due dates are listed in the calendar at the end of the syllabus. No assignment will be accepted late for any reason. If an assignment is not turned in by the due date, you will receive 0 points for that assignment. If you are absent when an assignment is due, it is your responsibility to make arrangements to get your assignment to me (the best way to get in touch with me is by email). Note: Make-up exams will NOT be given under any circumstances. So please plan ahead and mark your calendars for exam dates listed in the syllabus. Please do not schedule appointments (e.g., doctor or dentist) on exam days.

Two exceptions to this rule for exams are:

- if the Office of the Vice President for Student Affairs verifies that you have a family emergency or personal illness that impedes your ability to take an exam; or
- if you can provide documentation (which will be verified) stating that you have a medical or family emergency that clearly prevents you from attending class. A doctor's excuse must state that you were unable to attend school on the exam day and must include a contact number. A time stamp from the health center is not sufficient. Academic dishonesty procedures will be instituted if documentation is falsified.

If you arrive late for an in-class exam, you will be allowed to take the exam provided no student has left the classroom. However, you will not be given any extra time to complete the exam.

## CLASS CANCELLATION POLICY

If the University is closed on the day of a scheduled exam, the exam will be held on the next class day. If classes are cancelled the class day before an exam is scheduled, the exam will be rescheduled with the new date announced during the next class meeting.

## **ATTENDANCE POLICY**

Class participation is important in this course. Students are expected to attend all classes and be prepared to discuss all assigned materials in class. A significant portion of the class will be devoted to the sharing of service experiences and the analysis of cases and articles.

An attendance sheet will be passed around during every class session. It is the responsibility of each student to sign the attendance sheet. If a student forgets to sign the attendance sheet, the student will be marked absent for that class session. There are absolutely no exceptions to this policy. To be considered present, students must sign the attendance sheet.

For emergencies (e.g., illnesses, medical appointments, funerals), campus activities, and/or job interviews, all students may miss up to 4 class sessions without points deducted from their final grade. However, 5 points will be deducted for each absence beyond the 4 allotted excused absences. If you know that you must miss more than 4 classes, please do not register for this course. Your absences will be too disruptive, especially for the effective functioning of group assignments. Please note, I do not collect excuses or doctors notes as every student has 4 excused absences.

## **ACADEMIC INTEGRITY**

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work.

\*Please review the policy at <http://www.uga.edu/ovpi/honesty/acadhon.htm>.

Academic dishonesty procedures will be instituted if any of the following activities occur in this class:

- reading another student’s paper during an exam
- allowing another student to read your paper during an exam
- using any materials or any source other than your own knowledge during an exam
- having cell phones or other electronics visible during an exam period
- having an open backpack or loose papers visible during an exam period
- including the name of a person who did not participate on a submitted group activity
- claiming an idea that is not your original work (all references and supplemental materials must be cited on all assignments)
- turning in falsified documentation of any nature

## **STUDENTS WITH DISABILITIES**

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during the first week of class (see office hours on page 1).

## **CHANGES TO THIS SYLLABUS**

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. In addition, specific changes to assignments, grading criteria, or assignment due dates may be announced in class. Students are responsible for adhering to all changes to assignments, the syllabus, and/or the course calendar, even if students are absent during the class in which a change is announced.

## GROUP PRESENTATIONS

Since a portion of your grade involves group presentations, I encourage students to practice using PowerPoint and rehearse for timing before your presentation due date. Presentations should be conducted in a professional manner and adhere to common PowerPoint protocols (e.g., font size, number of words per slide, color of background). \*See presentation checklist posted on the WebCT homepage.

## GROUP ASSIGNMENTS

There is a NO tolerance policy for irresponsible group members. Group participation is important for the effective learning of materials discussed in class. Lack of group participation will negatively affect an individual's grade (*see participation grade*). It is the responsibility of "participating" group members to notify me of "non-participating" group members. To include the name of a non-participating group member on an assignment is considered a violation of academic integrity. If the group decides that a particular group member is not participating, the non-participating group member will **not** receive the group grade and may be asked to leave the group.

## COURSE ASSIGNMENTS AND ALLOCATION OF GRADE POINTS

			<b>% of Grade</b>
1.	<b>Exams</b>	200 points	50%
2.	<b>Reflection Paper Assignments</b>	20 points	5%
3.	<b>Group Assignments</b> ( <i>group</i> )	10 points	3%
4.	<b>Article Summary Presentation</b> ( <i>group</i> )	50 points	12%
5.	<b>Final Project</b> ( <i>group</i> )	100 points	25%
6.	<b>Participation Grade</b>	20 points	5%

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*Total points that can be earned*      *400 points*

*Final grades will be calculated as follows:*

375– 400 = A	347 – 360 = B+	305 – 318 = C+	240 – 276 = D
361– 374 = A-	333 – 346 = B	291 – 304 = C	0 – 239 = F
	319 – 332 = B-	277 – 290 = C-	

A	93.75	100
A-	90.25	93.5
B+	86.75	90
B	83.25	86.5
B-	79.75	83
C+	76.25	79.5
C	72.75	76
C-	69.25	72.5
D	60	69

**Please note: I do not adjust grades, provide extra credit, or offer additional make-up assignments at the end of the semester. No additional points or make-up points will be offered at the end of the semester. There are absolutely no exceptions!**

## **EVALUATION METHODS FOR COURSE ASSIGNMENTS**

1. **Exams (200 points):** *The purpose of exams is to provide a measurement of individual students' learning progress.* Two exams will be given during the semester. Each exam is worth 100 points. Exams will be closed book and will cover all assigned readings and all material covered in class including lectures, assigned articles, and video segments. The exam questions will be based on key terms, definitions, and concepts discussed in the text. Exam chapters and exam dates are noted in the calendar at the end of the syllabus. There will be NO MAKE-UP EXAMS. Being absent on the day of the exam will result in 0 points (see make-up policy on page 2).
2. **Reflection Paper Assignments (20 points):** *The purpose of reflection paper assignments is to provide an opportunity for students to critically evaluate consumer behavior trends and issues.* There are 2 reflection paper assignments worth 10 points each. During the semester, various consumer behavior videos will be shown in class and the reflection papers will focus on bringing together chapter concepts and the video material. See the calendar at the end of the syllabus for due dates. No papers will be accepted late for any reason and no papers will be accepted by email. All papers are to be turned in via WebCT by the designated due date and time.
3. **Group Assignments (10 points):** *The purpose of group assignments is to give students hands-on experience with marketing research concepts.* There are 5 group assignments worth 2 points each. Groups will turn in assignments on scheduled days (see the calendar). Group assignments must include a cover page with the "group" name and all "group member" names (first and last name). Assignments must be typed and stapled.
4. **Article Summary & Presentation (50 points):** *The purpose of the Article Summary Presentation is to provide students experience reading and understanding consumer research, applying the research findings to industry, and presenting the research findings to the class.* During the course, groups will choose a consumer research article (see the calendar at the end of the syllabus) and conduct a presentation. Presentations will be graded by the criteria stated below and should follow the same order as the grading criteria. Plan for a 30-40 minute presentation (40 minutes being the max).

### Grading Criteria:

- a. Overview (10 points): Provide an overview of the article
- b. Chapter Concepts (5 points): A chapter in the text is to be discussed the same day as your presentation. Five chapter concepts will be provided that correspond with your article. Group members are expected to bridge the concepts from the text

with the most important points of the article. In other words, provide a definition of the term and explain its relevance to your assigned article.

- c. Market Research Update (10 points): Update the material discussed in your article by providing additional information from a recent source. You may refer to another article in a journal (e.g., Journal of Marketing Research), magazine (e.g., Forbes, Fortune), or a “credible” online source. \*See online resources at the bottom of page 1 of the syllabus. Be sure to reference your source in your presentation.
  - d. Market Research Application (10 points): Apply these concepts to an industry of your choice. Explain how to put the topic(s) discussed in your article into action. You may use a hypothetical application example or a “real” example from industry (e.g., commercials, advertisements, sports, entertainment). If you use a real example, be sure to reference your source in your presentation.
  - e. Discussion (5 points): Pose 2-3 questions to the class to invoke discussion/debate about your topic. Or, create a class activity regarding your topic that involves everyone in the class.
  - f. Visuals (5 points): During your presentation, include visuals, music, or audio to illustrate your topic. This may include advertising and/or promotional examples (related to your topic), or Internet resources (e.g., YouTube).
  - g. Interesting and Engaging (5 points): Students are expected to prepare their presentations in a way that will engage other class members. All presenters should act interested in the information being covered. Please do not read directly from powerpoint slides or from a book. Presenters may use note cards for organization of thoughts. In addition, please do not lean over the podium or mumble when presenting. Presenters are expected to project their voice so that all class members can hear, stand up straight, and have eye contact with the audience.
  - h. On the day of the presentation provide the professor with a folder that includes: (1) a copy of your PowerPoint presentation (6 slides per page), (2) a copy of the articles used in the update and application sections, and (3) an electronic copy of your presentation posted on WebCT.
5. **Final Project** (100 points): *The purpose of the final project is to provide a means for accumulating and applying the methods, procedures, and concepts discussed throughout the semester.* For the final project, groups will create a research question. In addressing the research question, groups will create a survey to administer to 35 people. Groups will turn in a paper that covers the grading criteria below and provide a formal presentation of their findings to the class. The presentations will be limited to 15 minutes, thus providing a snapshot of the paper. However, presentations should still adhere to the guidelines provided in the presentation checklist (see WebCT). Presentations will focus on the findings of the paper. Remember: the paper and the presentation should include all of your survey questions and include SPSS graphs and charts to illustrate important points.

Refer to chapter 18 in the text as a guide for this project. Each group will prepare a professional presentation and report that conveys the results of your research. The presentation and report must achieve 4 primary objectives: (1) to effectively communicate the findings of the marketing research project, (2) to provide interpretations of those findings in the form of sound and logical recommendations, (3) to illustrate the credibility of the research project, and (4) to serve as a future reference document for strategic tactical decisions.

Grading Criteria for the Final Project:

- a. Title Page (2 points): include all group members' first and last names
- b. Table of contents (3 points): must include page numbers
- c. Executive Summary -1 page (10 points):
  - Introduction
  - Research question
  - Research method
  - Summary of Findings
  - Conclusions and recommendations
- d. Introduction (15 points): Explain the importance of the topic. Include recent research about the topic (e.g., facts, statistics). Upon reading the introduction, the reader should know exactly what the report is about, why the research was conducted, and what relationships exist between the current study and past or future endeavors.  
\*Include important citations here.
- e. Research Methods and Procedures (10 points): Communicate how the research was conducted.
- f. Data Analysis and Findings (20 points): Here is where you include every survey question. Explain how each survey question answered a part of your overarching research question. Include graphs and charts to illustrate important points.
- g. Conclusions (10 points): What can you conclude after analyzing your data? Aim at making some overarching conclusions that bridge the survey questions and your overarching research question. If applicable, present a conceptual model, chart, or graph explaining the answer to your overarching research question.
- h. Recommendations (10 points): What suggestions do you have for industry? I am looking for practical applications derived from your findings and conclusions. (e.g., applications for marketing and advertising, marketing researchers, managers)

- i. Limitations (10 points): If you conducted another follow-up study, what would you do to enhance the findings? What are some interesting questions you would ask? Different views you would explore?
  - j. References (5 points): (all papers must be formatted using APA guidelines – references must be cited in the paper)
  - k. Appendixes (5 points): For surveys: include 1 blank questionnaire and 35 completed questionnaires
  - l. On the day of your presentation turn in a 3-ring binder with the following: (1) a paper providing the details of your findings, (2) a copy of your presentation (6 slides per page), and (3) an electronic copy of both your paper and presentation (post on WebCT).
5. **Participation Grade** (20 points): In view of the extensive teamwork involved in this course, confidential and candid peer evaluations will be used to apprise the instructor of the extent to which each team member contributed effectively to assigned group projects and “class-time” group activities. On the last day of class, each student is to submit an itemized peer evaluation via WebCT, assigning points (0 to 20) to each member of his/her team. Points from each group member (0 to 20) and points from the professor (0 to 20) will be averaged to calculate individual participation grades. Please note, if you do not participate fully in your group’s meetings and workload, or if you are continually late for class, or miss excessive days of class, your participation grade will suffer. If your group has a problematic team member, please notify me as soon as possible. Irresponsible group members are not tolerated in this course!

## MARK 4000 Calendar

### COURSE ASSIGNMENTS AND DUE DATES

Date	In Class	Class Activity	Due
1/8 (TH)	Review Syllabus		
1/13 (T)	Chapter 1: Marketing Research and Managerial Decision Making	Video: WBRU - Customer Relationships	
1/15 (TH)	*Assign Groups  *Overview of WebCT	* Complete Seating Chart *Complete Group Sheet	
1/20 (T)	Chapter 2: The Marketing Research Process  Discussion Article: "Giving Business a lift: One on ones help manufacturing firm understand customer concerns"  <b>Group Assignment 1</b>	Discuss the following case study: "The JP Hotel Preferred Guest Card Information Research Proposal" p. 70	Be prepared to discuss: "Giving Business a lift..."  Turn in DQs during class
1/22 (TH)	Video: Persuaders		
1/27 (T)	Article Summary Presentation 1  Chapter 3: Information Management  Video: Burke	ASP1: "The use of Secondary Data in Business Ethics Research"	
1/29 (TH)	Library Day		
2/3 (T)	Article Summary Presentation 2  Chapter 3: Information Management  Discussion Article: "Projective Techniques"  Video: EnviroSell	ASP2: "Syndicated Survey monitors airline performance around the world"	Create a projective technique and be prepared to practice it with your group members

2/5 (TH)	<p>Chapter 6: Exploratory Designs</p> <p>*Practice Projective Techniques</p> <p><b>Group Assignment 2</b></p>	<p>Discuss the following case study: "Designing and Implementing a Focus Group Interview" p. 207</p>	<p>*Bring Projective technique to Class</p> <p>Turn in DQs during class</p>
2/10 (T)	<p>Chapter 6: Exploratory Designs Focus Group Research</p> <p>Video: Focus Groups</p> <p>Discuss Article: "Focus Group Research: Secrets of our Success"</p>		<p>Prepare to Discuss: "Secrets of our Success"</p>
2/12 (TH)	<p>Article Summary Presentation 3</p> <p>Discussion Article: "A Holiday Loved and Loathed: A Consumer Perspective of Valentine's Day"</p>	<p>ASP3: "Metaphor Marketing"</p>	<p>Prepare to Discuss: "A Holiday Loved and Loathed..."</p>
2/17 (T)	<p>Chapter 7: Descriptive Research Designs</p> <p>Discussion Articles: "Shower Head Research"</p> <p>Video: Automobile Research</p>		<p>Prepare to Discuss: "Shower Head Research"</p>

2/19 (TH)	<p>Article Summary Presentation 4</p> <p>Chapter 7: Descriptive Research Designs</p> <p><b>Group Assignment 3</b></p>	<p>ASP4: "In-Home CAPI"</p> <p>Go to Mintel Reports and print the executive summary for an industry that you may be interested in researching for your final project.</p>	<p>Be prepared to discuss (1) market drivers, (2) market trends, (3) how the market can be segmented and (4) a latest news update.</p>
2/24 (T)	<p><b>Exam I (chapters 1, 2, 3, 6, 7)</b></p> <p><b>Reflection Paper 1 Due by 11 pm (upload to WebCT)</b></p>		
2/26 (TH)	<p>Video: Social Science Research</p> <p>Discussion Articles: Descriptive and Inferential Statistics And The Mean and Standard Deviation</p>		
3/3 (T)	<p>Article Summary Presentation 5</p> <p>Chapter 10: Sampling Methods and Planning</p> <p>Discussion Article: Introduction to Sample Size</p>	<p>ASP5: "Practical sampling methods for low-incident populations"</p>	<p>Be prepared to discuss "Introduction to Sample Size"</p>
3/5 (TH)	<p>Article Summary Presentation 6</p> <p>Chapter 13: Questionnaire Design</p> <p><b>Group Assignment 4</b></p>	<p>ASP6: "Practical Problems in Questionnaire Design"</p> <p>Select a topic for your final project and search for secondary sources using library resources</p>	<p>Using Productscan, MRI, Business Source Complete, and Factiva: bring at least 5 articles / data to class that are related to your topic of interest</p>

3/10 (T)	Spring Break!!!		
3/12 (TH)	Spring Break!!!		
3/17 (T)	Final Project Overview  *Questionnaire Handout	Create an outline for the Final Project  Finalize your research question	Turn in your outline  Turn in your research question
3/19 (TH)	Article Summary Presentation 7  Chapter 13: Questionnaire Design  Discussion Article: "See through their Eyes"  *Review Questionnaire Handout	ASP7: "Designing a Questionnaire that Dives Beneath the Surface"	Prepare to Discuss: "See through their Eyes"  Bring questionnaire answers to class
3/24 (T)	Article Summary Presentation 8  Chapter 14: Coding, Editing, Preparing Data for Analysis  *How to enter data into SPSS  <b>Group Assignment 5</b>  <b>*Midpoint Withdrawal Deadline</b>	ASP8: "Coding Verbatims by Computer"  Group Assignment: Turn in your questionnaire to be used for your final project	
3/26 (TH)	Chapter 15: Testing for Significant Differences  Discussion Article: "The significance of market research"		Prepare to Discuss: "The significance of market research"
3/31 (T)	Guest Speaker: Plamen Peev		
4/2 (TH)	*Collect Data		

4/7 (T)	Practice SPSS – bring your data and your questions to class		
4/9 (TH)	Practice SPSS – bring your data and your questions to class		
4/14 (T)	Guest Speaker: Henrik Hagtvedt		
4/16 (TH)	<b>Exam II (chapters 10, 13, 14, 15)</b> <b>Reflection Paper 2 Due by 11 pm (upload to WebCT)</b>		
4/21 (T)	Final Project Presentations	*turn in powerpoint slides on the day of your presentation	
4/23 (TH)	Final Project Presentations	All Final Project Papers are Due Today	
4/28 (T)	Peer Reviews Due		