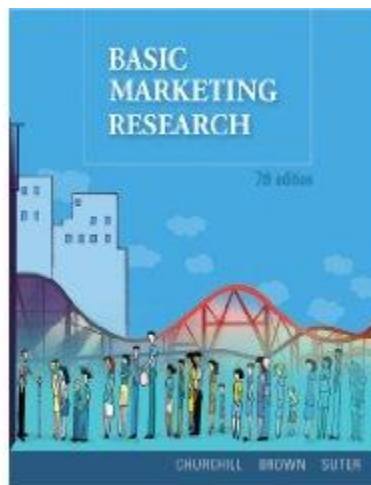


Marketing Research for Business Decisions
MARK 4000
Course Syllabus

TERM	Fall 2009
INSTRUCTOR	Kristy McManus Office: 117 Brooks Hall Phone: 706-542-4531 e-mail: kmcmanus@terry.uga.edu
OFFICE HOURS	Tues. & Thurs. 9:30-10:30 am Other Hours by Appointment

REQUIRED TEXT: *Basic Marketing Research*, 7th Edition, Thomson South-Western, by Gilbert A. Churchill, Jr., Tom J. Brown, and Tracy A. Suter – available at the UGA bookstore.



COURSE DESCRIPTION

The last decade has witnessed an explosion in the quantity and quality of data available to marketers, accompanied by the development of useful analytical frameworks for transforming this data into information used for specific classes of marketing decisions. This course is intended to introduce you to the basic concepts and principles of marketing research, which is primarily concerned with gathering, analyzing, and interpreting data about markets and customers. You will learn about the sorts of marketing decision problems in which research information might prove useful -- problems of selecting target markets, introducing new products or services, pricing, monitoring the business environment, performing competitive analyses, etc. You will also learn about the basic quantitative and qualitative skills involved in conducting marketing research projects (e.g., focus group, questionnaire design, basic data analyses, etc). In short, the course introduces you to the value and methods of marketing research in the context of business decision making, which first stresses the process of obtaining information, and then emphasizes the use of this information to improve 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 Any student not meeting prerequisites will be administratively withdrawn from the class.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 and observation
- Experimentation
- Measurement and scaling
- Questionnaire design
- Sampling
- Data collection and preparation
- Application of statistical methods
- Reporting Results

EVALUATION METHODS

Your course grade will be based on the following components:

Mid-Term Exam	150 points
Final Exam	150 points
Case-Study Project	150 points
Homework and In-Class Assignments	150 points
TOTAL	600 points

Grades will be assigned based on points earned as follows:

A	560-600 points
A-	540-559 points
B+	520-539 points
B	500-519 points
B-	480-499 points
C+	460-479 points
C	440-459 points
C-	420-439 points
D	360-419 points
F	Below 360 Points

EXAMINATION MAKE-UP POLICY

Exam dates are listed in the calendar at the end of the syllabus. Make-up exams will NOT be given under any circumstances. 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 beyond the scheduled class period to complete the exam.

ATTENDANCE POLICY

Attendance is mandatory at all class sessions. If you have an emergency and thus cannot attend, let me know by contacting me in advance. If you miss 3 or more classes for non-emergency reasons I reserve the right to fail you for the course. A class role sheet will go around almost all classes. You are responsible for your own signature on the role sheet; do not sign for another individual under any circumstances. A penalty of 5 points will be deducted for each missing signature without pre-approval.

You should also note that some of the homework assignments will be given as in-class assignments. There will be no make-up assignments allowed for unexcused absences. To be considered for a make-up assignment, you must have a documented and approved excused absence from the class for that day.

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. The policy can be found at <http://uga.edu/honesty>.

You are expected to comply with UGA Student Honor Code – *“I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others.”*

Our classroom should have a professional environment. In keeping with such an environment I ask the following of you:

- Please do not enter or leave the room while class is in session
- Please limit your sidebar conversation
- Please turn off your mobile phone before the start of class

I expect you to help me enforce these norms, so we can have a good environment free of distractions. If we all cooperate, this will be no big deal and we will be more productive.

INDIVIDUAL AND GROUP ASSIGNMENTS

Much of the learning during the course will take place with the help of various individual and group assignments. If an exercise is labeled “individual” you are not allowed to work with other students – the write-up should reflect your own work only. If an exercise is labeled “group” you should work on it in groups and only hand in one write-up per group. Groups will be formed at the beginning of the semester and remain the same for all group exercises.

Every group member is expected to participate actively in all aspects of the group exercises. Group participation grade will be determined by the average of peer evaluations. Specifically, each group member will rank and evaluate, at the end of the course, the contribution made by the other group members on a 100-point scale. I reserve the right to fail you if your average peer evaluation is below 50.

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 regular office hours or by appointment.

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor will most likely be necessary. You are responsible for keeping up with all assignments, even if you miss the class in which an assignment was announced. Please check Web-CT for all updates and announcements.

COUSE PREPARATION

In order to prepare for each class, you are required to read the assigned chapters, PowerPoint slides, and cases before each class. The PowerPoint slides are available on WebCT and should be printed prior to each class for your notes.

TENTATIVE COURSE SCHEDULE

Session	Date	Day	Topics	Readings
1	8/18	Tue	Introduction and Course Overview	
2	8/20	Thu	The Role of Marketing Research	Chapter 1
3	8/25	Tue	Gathering Marketing Intelligence: The Systems Approach	Chapter 2
4	8/27	Thu	Gathering Marketing Intelligence: The Project Approach	Chapter 3
5	9/1	Tue	Problem Formulation	Chapter 4 Case 2 (page 515)
6	9/3	Thu	Types of Research Design and Exploratory Research	Chapter 5 Case 3 (page 517)
7	9/8	Tue	Descriptive and Causal Research Designs	Chapter 6
8	9/10	Thu	Secondary Data	Chapter 7
9	9/15	Tue	Standardized Marketing Information Services	Chapter 8
10	9/17	Thu	Collecting Primary Data	Chapter 9
11	9/22	Tue	Secondary Data Sources @ Main Library 1st floor	
12	9/24	Thu	Collecting Information by Communication	Chapter 10
13	9/29	Tue	Collecting Information by Observation Mid-Term Exam Review	Chapter 11
14	10/1	Thu	Midterm Exam	Closed book
15	10/6	Tue	Asking Good Questions: Measurement Basics	Chapter 12

16	10/8	Thu	Measuring Attitudes and Other Variables	Chapter 13
17	10/13	Tue	Designing the Questionnaire or Observation Form	Chapter 14
18	10/15	Thu	Developing the Sampling Plan	Chapter 15 Case 13 (page 551)
19	10/20	Tue	Survey Day	
20	10/22	Thu	Determining the Sample Size	Chapter 16
21	10/27	Tue	Collecting the Data: Nonsampling Errors and Response Rate Calculations	Chapter 17 Case 15 (page 555)
22	10/29	Thu	Data Analysis: Preliminary Steps	Chapter 18
23	11/3	Tue	Data Analysis: Analyzing Multiple Variables & Basics of Hypothesis Testing	Chapter 19
24	11/5	Thu	Projects Review Day	
25	11/10	Tue	Data Analysis: Analyzing Multiple Variables Simultaneously Final Exam Review	Chapter 20
26	11/12	Thu	Final Exam	
27	11/17	Tue	Group Presentations	
28	11/19	Thu	Group Presentations	
29	12/1	Tue	Group Presentations	
30	12/3	Thu	Group Presentations	