

**MKTG3300.01: APPLIED MARKETING RESEARCH**Course Syllabus

Instructor: Dr. Vaidotas Lukošius,  
Associate Professor of Marketing

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Class Hours: TR 2:40 – 4:05PM  
Class Room: AWC 275

AWC Campus Contact Information	Office hours
Office #: K-401	T 12:00 – 2:40PM via eLearn (virtual hours)
Phone: (615) 963-7128	W 10AM – 2PM
Secretary: (615) 963 7123	R 12 :40 – 2:40PM and 4:05 – 5:30PM

Objectives

This course concerns the use of marketing research as an aid to making marketing decisions. Specifically, this course addresses how the information used to make marketing decisions is gathered and analyzed. Accordingly, this course is appropriate for both prospective users of research results and prospective marketing researchers.

After this course, you should:

- be able to translate a marketing problem into a feasible research question;
- be able to appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding stage(s);
- have a thorough understanding of the strengths and weaknesses of alternative research designs;
- be able to design and execute a basic survey research project.
- be aware of the many sources of marketing information and be aware of the various means for gathering such information;
- have a general understanding of univariate and multivariate data analysis techniques.

Textbooks

Studying the assigned textbooks is critical to your success in this course. You may also use this textbook as a desk reference once you complete this course. Therefore, you are required to purchase the textbook.

Mandatory1: Hair, Jr., Joseph; Wolfinbarger, Mary; Bush, Robert; Ortinau, David,  
Essentials of Marketing Research, 2nd Edition  
e-book available at <http://www.coursesmart.com/0077325664>

Mandatory2: SPSS Basics: Techniques for a First Course in Statistics, Zealure Holcomb, 3<sup>rd</sup> ed. Pycszak Publishing, ISBN 1-884585-95-7, 2011.

Mandatory3: Marketing Research Project Manual, *Molinari*, 1<sup>st</sup> ed., McGraw-Hill, ISBN 0-39-011747-1.

**Note:** The instructor is unaffiliated with either the author or the publisher of the textbook. Thus, the instructor has no financial stake in your purchase of the textbook.

### Prerequisites

Some fundamentals of statistics are assumed. If you have not had a minimum of one semester of statistics, the quantitative part of this course will be a blur without some remedial help. Consequently, there will be supplemental handouts available, and I may also conduct some refresher statistics outside of the regular class period for anyone who can make it.

Written reports must be high quality in presentation, organization, grammar, and spelling. Grading on written work will reflect its analytical soundness, but note that poor writing cannot get a top grade in this class. This course may have a larger writing component than you are used to. The selectable writing assignments are generally short, however. So pay attention to your writing, and leave yourself enough time for adequate revisions when writing. If your writing is shaky, please find a coach who can review your drafts. There is a writing tutoring service on campus (ext. 5521).

### Teaching Method

Primary teaching method will be lectures supplemented by in-class discussions and secondary method will be group project. Additionally, off-site company visits and/or guest speakers from industry will be arranged to familiarize the student with the topics not covered in the lectures.

### Attendance

Starting the first class of the semester, the instructor will take attendance. The instructor may use a seating chart to record attendance; if so, then be certain that you are always seated in your assigned seat. Should a student miss two or more classes without a university sanctioned excuse, he or she will receive an 'F' for the course. Late arrivals and early departures will be considered as partial attendance and, should this occur, a student will receive only half-attendance for that class. Two half-attendances will yield one full absence.

If a student will fail to attend the first four classes then he or she will receive and 'X' for the course. (NOTE: 'X' is equivalent to the letter grade 'F'. Contact the academic records office if you are unsure about the meaning of the letter grade 'X'.)

### Grading Policy and Grading Scale

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>	<i>Assessment</i>
Midterm	<b>10%</b>	<i>Individual</i>
Cumulative Final	<b>20%</b>	<i>Individual</i>
Research Project	<b>20%</b>	<i>Team</i>
8 SPSS assignments @ 2 each	<b>16%</b>	<i>Individual</i>
12 quizzes @ 2 each	<b>24%</b>	<i>Individual</i>
Participation	<b>10%</b>	<i>Individual</i>
<b>Total</b>	<b>100%</b>	

**A = >90+, B=89.9-80.0, C=79.9-70.0, D=69.9-60.0, F=<59.9**

### Submitting your work

Unless noted otherwise, submission of all term papers, reports, assignments, etc. can be done only via eLearn's Dropbox feature. The instructor will not accept emailed attachments, papers printed and deposited in mailboxes, etc.

### Examinations

All examinations will consist of short essay questions. The instructor will not administer individual make-up exams. If you know that you will be unable to take an exam during its scheduled time, and have university sanctioned excuse, then you may arrange to take the exam at an earlier time.

You will have 75 minutes to complete the first examination and two hours to complete the cumulative final examination. The final examination is cumulative and will cover all materials (readings, presentations, etc.) covered during the course of the semester. The instructor will grade the exams promptly and post the grades on the eLearn.

### Research Project

A team of students will conduct their own marketing research project. Teams shall consist of not more than three students. A typical project would include the following tasks: formulation a research problem, designing a questionnaire, selecting a sample frame, collecting respondent data, keypunching respondent data, analyzing respondent data, writing a research report, and making in-class presentation.

To properly conduct term research project students should utilize provided research manual. Failure to follow guidelines outlined in the manual will result in rejected project and a zero for it. As a learning aid, professor will provide copies of sample reports to the students by posting PDF version of the project on eLearn.

### Quizzes

During the course of the semester students will take twelve multiple-choice quizzes via eLearn. All quizzes will be timed and open book. Quizzes can be taken only during the course of the week when the chapters are covered. The instructor will not administer make-up quizzes.

To prepare and take sample quizzes, students should go to <http://www.mhhe.com/hairessentials2e> for free access.

### SPSS Assignments

Students will learn how to use SPSS by completing assignment from "SPSS Basics" manual. There are eight assignments that should be completed during the course of the semester. Assignments 1 through 5 are due on October 11<sup>th</sup>, before the class while assignments 6, 7, 8 are due on November 8<sup>th</sup> before the class.

### Firing Team Members

Team-based projects typically have a 'free rider' issues. That is, an individual may act as ghost member appearing to do the assigned work but in reality he or she does not even show up for scheduled meetings. As the course instructor, I have little supervision and control over your team's internal operations. Thus, the responsibility rests on individual team members to take appropriate action toward 'free riders'. Sometimes it is

necessary to fire a non-contributor. If it needs to be done, please send me official email indicating reason why a particular member had to be fired.

### Peer Evaluations

At the end of the term each team will fill out peer evaluation form (from the project manual). Therefore, final project grades will be adjusted based on how team member have evaluated each other.

### Project Schedule

The schedule for your research projects is outlined in the "Tentative Class Schedule" outline. The dates for six key modules, survey submission and final project submission are located on eLearn in Dropbox module. Each module is due on Friday by 5PM and should be submitted electronically via eLearn Dropbox.

It is highly recommended for every student team to submit their module for a provisional review. Such submissions will not be graded but rather commented on so that perfect score can be earned on final submission. If chosen, such drafts are due on Mondays after the class and must be handed as hard copies directly to the instructor.

The final report is due on November 29<sup>th</sup> by 2:40PM in my office as well as on eLearn. Hard copies must be submitted to me, in person, in my office. Electronic version of the project, including PPT slides and SPSS data file must be submitted at the same time, with the hard copy.

Note: For each day that the final draft of an assignment is late, the instructor will reduce the grade on that assignment or project by 25%.

### Communicating with the instructor

All communication between the student and the instructor should be conducted via e-mail. Instructor will send e-mails to student accounts as they appear on eLearn. Additionally, instructor will post course-related materials and messages using eLearn; therefore, it is students' responsibility to periodically check eLearn account. If a student does not have eLearn account or does not know how to use eLearn, then he or she should call the helpdesk (963-7777).

### Email ID Requirements

When you send me an email, your subject line MUST contain the following information:

Course Number, Section Number, Group Number, Your Name, and Reason for message.

Example: "MKTG 3300.01, Group 1, Bob Jones, Question on Chapter 1".

**If your subject line does not follow the correct format, your email will be automatically deleted UNREAD. NO EXCEPTIONS!**

## Final Notes

Formal Acceptance of the Class Contract. Students should read and complete the course contract after reading the course syllabus. The contract must be submitted by 2:40PM on August 30<sup>th</sup> or the student may be administratively dropped from MKTG3300.

Course Coverage. While the instructor will make a good faith effort to cover all of the above material, he does not guarantee that all of it will be covered.

Cheating. The student handbook states: Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular institutional procedures as a result of academic misconduct, the instructor has the authority to assign an 'F' or a zero for the exercise or examination, or to assign an 'F' in the course. If the student believes that he or she has been erroneously accused of academic misconduct, and if his or her final grade has been lowered as a result, the student may appeal the case through the appropriate institutional procedures (Student Handbook, p. 14 for Disciplinary procedures.)

Classroom Decorum. Students are expected to maintain proper classroom decorum (i.e., not disrupt class). The instructor will dismiss students who cannot maintain such decorum. Unacceptable behaviors include, but are not limited to, talking loudly about non-class matters, using profanity, reading the newspaper or other non-class-related materials, sleeping and, using cell phones.

Students with disabilities. TSU does not discriminate on the basis of an individual's disability and complies with section 504 and Public law 101-366 (Americans with Disabilities Act) in its admissions, accessibility, treatment and employment of individuals in its programs and activities, as defined under the law, who are otherwise qualified to meet the institution's academic and employment requirements. Students needing assistance may call (615) 963-7400. It is the student's responsibility to follow the procedures outlined by TSU if accommodation is needed

Tentative/Full admission. All undergraduate degree seeking College of Business majors enrolled in upper division business courses must have tentative or full admission to the College of Business in order to be assured of receiving full academic course credit. It is students' responsibility to verify that he or she have been tentatively/fully admitted to the College of Business.

**Tentative Class Schedule**

Week	Dates	Topics	Chapters (Quizzes)	SPSS Basics	Project Manual
1	Aug 28, 30	Introduction to MR	Ch. 1 (Quiz 1)		Team Formation(Ch. 1)
2	September 4, 6	Research Process Secondary Data	Ch. 2, 3 (Quiz 2,3)		Topic (Ch. 2)
3	September 11, 13	Qualitative/Observational	Ch. 4 (Quiz 4)	Ch. 1	Situation (Ch. 3)
4	September 18, 20	Descriptive and Causal	Ch. 5 (Quiz 5)	Ch. 2	Objectives (Ch. 4)
5	September 25, 27	Measurement and Scaling	Ch. 7 (Quiz 7)	Ch. 3	Literature (Ch. 5)
6	October 2, 4	Questionnaire Design	Ch. 8 (Quiz 8)	Ch. 4	Methodology (Ch. 6)
7	October 9, 11	Sampling	Ch. 6 (Quiz 6)	Ch. 6	
8	<b>October 16, 18</b>	Midterm			
9	October 23, 25	Qualitative Analyses	Ch. 9 (Quiz 9)	Ch. 7	Questionnaire (Ch. 7)
10	October 30, November 1	Reporting and Preparing	Ch. 10 (Quiz 10)	Ch. 9	
11	November 6, 8	Basic Data Analyses	Ch. 11 (Quiz 11)	Ch. 10	
12	November 13, 15	Bivariate/Multivariate	Ch. 12 (Quiz 12)		<b>100 surveys due!</b>
13	November 20, 22	Bivariate/Multivariate	Ch. 12 (Quiz 12)		
14	November 27, 29	Communicating Results	Ch. 13		Final Report (Ch. 11)
15	December 4, 6	Presentations			

*Midterm Exam – October 18<sup>th</sup> from 2:40 – 4:05PM*

*Final Exam – December 11<sup>th</sup> from 12:30 – 2:30PM*

# Acceptance of Class Contract

## MKTG3300.01, Spring 2011

Dr. Vaidotas Lukošius, Associate Professor of Marketing

**I understand and accept the terms of the syllabus for MKTG3300.**

**I have tentative or full admission to the College of Business.**

Please print the following:

First, Last Name: \_\_\_\_\_

Date: \_\_\_\_\_ - \_\_\_\_\_ - 2012

Please sign your name on the following line.

Signature \_\_\_\_\_