Instructor: Kathleen Williamson, Ph.D.  e-mail: williamson@uhcl.edu

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UHCL Emergency Hotline: 281-283-2221 (for bad weather updates)

Office Hours: Tuesdays from 3:00 to 5:00 PM; Thursdays from 3:00 to 5:00 PM; and by appointment.


Course Prerequisites: MKTG 3031 (Principles of Marketing) or equivalent.

Credit Hours: 3

Survey Monkey Account info www.surveymonkey.com User Name: uhclmarketing
Password: mktg3531

Course Description: Focus is on the use of market intelligence to provide marketing decision-makers with data on the effectiveness of the current marketing mix, direction for necessary changes, and insight into new opportunities in the marketplace.

Course Objectives: To understand the uses of secondary data and primary marketing research in supporting marketing decision-making in an organization.

Learning Outcomes: By the conclusion of the course, students should 1) be able to access and use secondary data and information from the library and from online sources; 2) be able to design a simple research project and use the Survey Monkey tool to compose a questionnaire; 3) understand measurement, questionnaire design and sampling; 4) understand common statistical techniques used in data analysis; and 5) understand ethical issues in marketing research.

Course Format and Evaluation: Course format is lecture with discussion and in-class activities. Students are expected to study the assigned readings in advance and be prepared to join in class discussions. There will be one midterm exam plus a final exam. No make-up tests will be given except by prior arrangement. All written assignments must be turned in by the due date to receive full credit. Assignments that are from one day to one week late will lose one letter grade. Assignments more than one week late will not be accepted. There will also be in-class activities and group meetings during the semester. Your class participation is based on your attendance and participation in these activities and in online activities. Note: a grade of "I" (Incomplete) will be awarded only in emergency situations where the student is unable to complete part of the course work due to uncontrollable circumstances, and provided that the student has a passing grade in the course.
Grade Calculation:

- Midterm Exam: 275 grade points
- Final Exam: 275 grade points
- Class Activities: 100 grade points
- Customer Satisfaction Homework: 50 grade points
- Market Analysis - individual written assignment: 100 grade points
- Group Project Exploratory Results: 50 grade points
- Research Proposal written report and presentation: 150 grade points

Total: 1000 grade points

B- = 800-839 pts.  C- = 700-739 pts.  D- = 600-639 pts.

Special Academic Accommodations: Any individual requiring special academic accommodations under the Americans with Disabilities Act, Section 504, or other state or federal law, should contact the Disability Services Office at (281) 283-2626.

The University of Houston System complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for students with a disability. In accordance with Section 504 and ADA guidelines, each University within the System strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact your University’s student disability services center.

Academic Honesty Policy - Please see the official Academic Honesty Policy in your course catalog, which states: "Academic honesty is the cornerstone of the academic integrity of the university. It is the foundation upon which the student builds personal integrity and establishes a standard of personal behavior."

All students at the University of Houston-Clear Lake are expected to maintain complete honesty and integrity in all academic work attempted while enrolled at the University. Violation of the policy may result in receiving a grade of "F" in this course and be recommended for suspension from UHCL. The Honesty Code of UHCL states: "I will be honest in all my academic activities and will not tolerate dishonesty."

Educational Assessment: The School of Business may use assessment tools in this course and other courses for curriculum evaluation. Educational Assessment is defined as the systematic collection, interpretation, and use of information about student characteristics, educational environments, learning outcomes and client satisfaction to improve program effectiveness, student performance and professional success. This assessment will be related to the learning objectives for each course and individual student performance will not be identified. This analysis will not impact student grades, but will provide faculty with detailed information that will be used to improve courses, curriculum, and students’ performance.

6 Drop Rule Limitation – Students who entered college for the first time in Fall 2007 or later should be aware of the course drop limitation imposed by the Texas Legislature. Dropping a course between the census date and the last day to drop a class for the semester/session will count as one of your 6 permitted drops. Visit www.uhcl.edu/records for more information on the 6 drop rule and the census date information for the semester/session.
Class Schedule - Fall, 2013

Note – The last day to drop or withdraw without a grade penalty is November 11, 2013
Note – All classes meet face-to-face except for October 2. Assignments, PPT slides, and supplemental materials are available on Blackboard.

Aug 28  Chapter 1: The Role of Marketing Research in Management Decision Making

Sep 04  Appendix 1-B Marketing Research Ethics
        Chapter 2: Problem Definition, Exploratory Research and the Research Process

11  Chapter 3: Secondary Data and Databases

18  Chapter 4: Qualitative Research
    Focus Group Video in-class assignment

25  Chapter 5: Traditional Survey Research
    Young Bank Consumers Mini-Case in-class activity
    Customer Satisfaction Survey Homework Due

Oct 02  Chapter 6: Online Marketing Research
        No class meeting – review materials and assignments online

09  Chapter 7: Primary Data Collection: Observation
    Envirosell Video in-class assignment

16  Chapter 8: Primary Data Collection: Experimentation and Test Markets
    Market Analysis Assignment Due

23  Midterm Exam over Chapters 1, 2, 3, 4, 5, 6 and Appendix 1-B in class

30  Chapter 9: The Concept of Measurement and Attitude Scales
    The Neatniks Are Coming Mini-Case in-class activity

Nov 06  Chapter 10: Questionnaire Design

13  Chapter 11: Basic Sampling Issues
    Chapter 12: Sample Size Determination
    Group Project Exploratory Results Due

20  Chapter 15: Communicating the Research Results and Managing Marketing Research

27  Thanksgiving Holiday – No Class!

Dec 04  Research Proposal Oral Presentations and Written Papers due in class

11  Final Exam over Chapters 7, 8, 9, 10, 11, 12 and 15 in class