

MKTG 3531.01 – Marketing Research – Fall 2013

Wednesdays 4:00-6:50 PM Bayou 1215

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

Course Materials: Marketing Research Essentials (8th edition), by McDaniel and Gates (2013)

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

A = 940-1000 pts. B+ = 870-899 pts. C+ = 770-799 pts. D+ = 670-699 pts. F = < 600
 A- = 900-939 pts. B = 840-869 pts. C = 740-769 pts. D = 640-669 pts.
 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