Welcome to Mkt 436 for Fall 2012! Before you completely freak out over an online research class, take a deep breath and know that we WILL get through this TOGETHER! I am not here to fail you - I am here to teach you. YOU just need to put forth the honest effort to complete the requirements of the syllabus and of this course.

I am very big on communication. I strive to make this course as interactive as an "on campus" course. Do not hesitate to contact me for anything - that is what I am here for. Always include your name and course in all correspondence. Email is the best way to contact me, not telephone. Let me know if something on the syllabus is unclear or needs elaboration. Please let me know if you find any broken links within the course.

You may post questions to the Virtual Office, however I will only check this 2-3 times a week (Thursday will be the last day of the week I check – I will not check it over the weekend). So, if you have something urgent, use email. I will answer emails within 24 hours – emails are not guaranteed answered between Fri 10 pm to Mon 8 am.

If you have any questions, please email me – I check my email several times throughout the day.

Jennifer_Flanagan@tamu-commerce.edu

About the Instructor:

Greetings! I am Jennifer Flanagan, instructor for this course. I graduated with my BS in Business Administration from TAMU-C in 1998, my MBA from Texas Woman's University in 2004, and I graduated with my PhD in Educational Psychology (BA minor) in December of 2009. I am also a certified Texas Educator (grades 4-8 Math and 4-8 generalist).

Before teaching, I worked for 4 years as an HR/Payroll manager and Retail Manager. I began teaching in 2002 (5th grade) and taught for 4 years (Math, Science, and Social Studies, grades 5-12), as well as coaching for 2 years (tennis and cheerleading). I left teaching in 2006 to pursue my PhD full time and stay home with my son. I began teaching at TAMU-C in the Spring of 2005 as an adjunct faculty, and began teaching full time in 2006.

I live outside of Commerce with my husband (Cleon, 1998) and two sons (Bryan – 9, Brayden – 3).
Textbook: Essentials of Marketing Research, ISBN 9780073404820
Joseph F. Hair Jr., Kennesaw State University

RECOMMENDED! APA Publication Manual

Course Description: Techniques of marketing research, research design, analysis and interpretation of marketing data, questionnaire building, and sampling methods are studied in the course.

Objectives
- The role marketing research in an organization and how it contributes to the success of an organization;
- The differences between primary data and secondary data;
- The differences between qualitative and quantitative research;
- The importance of validity and reliability in research;
- The elements of questionnaire design;
- The elements of sampling;
- The importance of sample size and its determination;
- The concepts of data analysis, statistical testing, and correlation and regression.

Grading Policy

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>3 Exams (15% each)</td>
<td>45%</td>
</tr>
<tr>
<td>Discussions</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz</td>
<td>5%</td>
</tr>
<tr>
<td>Assignments (15% each)</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90%</strong></td>
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</tbody>
</table>

A 90-100%
B 80-89%
C 70-79%
D 60-69%
F Below 60%

*** If you fall behind, it is your responsibility to drop the class before the deadline. Do NOT ask me for extra credit work. I do not give I or X.

Attendance Policy - Online Learning

Failure to participate will negatively affect your grade. Participation is defined as posting activity within a discussion board in eCollege, and/or an assignment submission. While Online Education classes are asynchronous, they are not correspondence or self-paced. Although only a portion of students' grades are tied to discussion, participation is MANDATORY. Students are expected to log in and participate at least 3 times per week, on separate days throughout the term. Online courses are very similar to on campus courses, except students can learn anytime, anywhere they have an Internet connection! Participation/attendance should not be an issue. Some people need a traditional classroom environment with face-to-face communication, immediate feedback, and a set schedule for learning. Please budget your time.
Extended absences, defined as failure to post for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence with the instructor, or who fail to withdraw from the course in accordance with official TAMU-C's drop and withdrawal policy will be graded appropriately.

**ASSIGNMENTS**

**Exams (total of 3 worth 15% each – 45% total)**

Exams are not meant to be open book or group work. You will have the entire week to log in and take the test, but once you do, that’s it! Exams are timed to prevent cheating. Short Answer & Multiple Choice. If you miss an exam, there will not be a makeup, so schedule your other obligations around these dates. Be sure to disable your pop-up blocker before the exam! Plan ahead and be sure of a reliable Internet connection.

**Threaded Discussion (20%)**

The Threaded Discussions are worth 20% of your grade. Each student will be required to make thoughtful posts as well as replies to other students’ posts. The discussion board will count for the class participation component of your grade. If you were attending class, you would be expected to contribute to each week’s class session, so you should treat this as you would treat class participation. As a general guideline, your grade on this portion will be a function of the quality, quantity, and consistency (i.e., a somewhat even distribution of activity throughout the term) of your posts and replies throughout the semester. Please also note that heavy activity during the last few days cannot compensate for a lack of participation during the term, because I don’t give full credit for postings made on the last day. Plan to participate throughout the semester. Once the discussion board has closed it will be too late to participate in that section.

Please keep up with the scheduled readings for each week. If you feel as though you have nothing to contribute, consider the module resources, the weeks’ topics, current events/articles that relate to the modules topics. You can incorporate these other topics into your posts. Be sure to address the initial post/question first. You may also give your perspective, questions, comments, interesting links you care to share etc. Just try to stay on topic. A good rule of thumb is at least 5 GOOD posts, not just “I agree.”

~Discussion board responses will be evaluated based on five criteria:
1. The initial post and the quality of that post.
2. The post(s) to classmates and the quality of said post(s)
3. The posts are made by the due date.
4. The posts further the discussion/show understanding of core Marketing concepts.
5. The spelling and grammar errors in the posts.

**Discussion Grading Rubric**

| Did you follow the topic/answer the questions? | 70 points _____ |
| Posts are respectful and professional | 20 points _____ |
| Grammar/Spelling | 10 points _____ |
| References (if applicable) | 10 points _____ |

<table>
<thead>
<tr>
<th>Number of responses</th>
<th>% for original post</th>
<th>% for each response</th>
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<tbody>
<tr>
<td>Original only</td>
<td>100%</td>
<td>N/A</td>
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<tr>
<td>Original + 1</td>
<td>90%</td>
<td>10%</td>
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<tr>
<td>Original +2</td>
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<td>10%</td>
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<td>Original +3</td>
<td>70%</td>
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<td>10%</td>
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<tr>
<td>Original +5</td>
<td>50%</td>
<td>10%</td>
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</tbody>
</table>
**Quiz (5%)**
There will be an initial quiz over the syllabus the first week of class. This will be a Multiple Choice quiz worth 5% of your total grade. Be sure you have read the syllabus thoroughly, as the quiz is timed. It will be until 11:59 pm. There is no make up quiz.

**Assignments (2 assignments, 15% each – 30% total)**

*Assignment 1 Due, due week 8*, is worth 15% of your grade, Assignment 1 can be found in Doc Sharing within the course website. *Assignment 2, due week 15*, is worth 15% of your grade. Assignment 2 can be found in Doc Sharing within the course website. Assignments are due by Midnight in your time zone, submitted to the course dropbox, not my email.

Please show your understanding of the Principles we are studying. Please document sources (APA style tutorial [http://flash1r.apa.org/apastyle/basics/index.htm](http://flash1r.apa.org/apastyle/basics/index.htm)). This assignment should be worked on weekly, as we will cover each chapter addressed in the assignment. The assignment is designed to cover multiple chapters/topics. Please save your files with your name: JonesAssignment1.doc

**Please note that these each assignment is worth the same percentage of your grade as an exam.**

**Assignment Rubric**

0 points
- Nothing Turned in or not turned in on time

5 points
- Content is incomplete.
- Major points are not clear and/or persuasive.
- Questions were not adequately answered.
- Content is inconsistent with regard to purpose and clarity of thought.
- Points are disjointed and lack transition of thoughts.
- Conclusion is missing, or if provided, does not flow from the rest of the assignment.
- Assignment is inadequate in length/depth of thought.
- Assignment contains numerous grammatical, punctuation, and spelling errors.

10 points
- Content is accurate and persuasive.
- Major points are stated.
- Responses are adequate and address assignment.
- Content and purpose of assignment are clearly articulated.
- Structure is mostly clear and easy to follow.
- Transitions are present.
- Conclusion is logical.
- Assignment contains few grammatical, punctuation and spelling errors. Rules of grammar, usage, and punctuation are followed with minor errors that do not detract from the readability of the work.

15 points
- Content is comprehensive, accurate, and persuasive.
- Major points are stated clearly and are well supported.
- Responses are excellent, timely and address assignment including course concept.
- Structure of the assignment is clear and easy to follow.
- Transitions are logical and maintain the flow of thought throughout the assignment.
- Conclusion is logical and flows from the rest of assignment.
- Assignment follows all designated guidelines.
- Assignment is the appropriate length/depth of thought.
- Format enhances readability of work.
- Rules of grammar, usage, and punctuation are followed; spelling is correct.
- Language is clear and precise; sentences display consistently strong, varied structure.
How to fail this course

1. Don’t buy the book. The text has valuable resources. Read it.

2. Don’t log in frequently. I can see which days you login to the course, and for how long, and for what. Don’t procrastinate. I would expect each student would logon at least 3x a week to post etc. I am usually logged on every day.

3. Wait until the last day to participate in online discussion. By the last day of the week I have already read everyone post (I read daily). If you wait until Saturday, reading and following the posts will be difficult, not to mention the topic will probably be well covered. This is like coming to class the day before the exam and asking a lot of questions that have already been answered. Discussion is meant to answer questions and further your understanding through discussion, text, online resources, opinion, facts, links etc.

4. Forget about deadlines. I don’t change dates once the syllabus has been distributed, so you can use ink when you put them on your calendar and planner. Every semester I have at least one person who ‘forgets’ about an assignment. Good rule of thumb, when Friday rolls around, you might have something to turn in (most due dates are Fridays)... when Sunday rolls around, you better have already started the discussion forum, because I am about to grade them.

5. Be dead weight for any group projects, if assigned. Your team members can fire you, complain about your lack of performance, and affect your grade. In the working world you will have projects to do and deadlines to meet. Many times you will need to cooperate with "all types" of people. Make it work! This does not mean you have to meet in person weekly. Email, class chat room, or a phone call can work just fine. If you need help understanding the assignment, ask for clarification.

6. Ignore emails from the instructor.

7. Don’t get familiar with the grade book and syllabus. Prioritizing the assignments that count the most, or understanding what your grade means will only make you worry more. There is a big difference between 75/150 (50%) and 75/100. Know how much things are weighted so you can put your effort where it will do the most good. And DO NOT ignore EASY points!

8. Put off the easy things to improve your grade, like discussion, good attendance, quizzes. Emergencies can happen, but if you aren’t prepared, you won’t have a chance of catching up

Access and Log in Information

This course will be utilizing eCollege to enhance the learning experience, eCollege is the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamu-commerce.edu/login.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu. If at any time you experience technical problems (e.g., you can’t log in to the course, you can’t see certain material, etc.) please contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to helpdesk@online.tamuc.org. You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511.
Student Support
Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week. If you experience issues while taking your exams or at any other point, feel free to contact the support desk.

- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-636-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
- **Help:** Click on the 'Help' button on the toolbar for information regarding working with eCollege (i.e. How to submit to Dropbox, How to post to discussions etc...)

Communicating with your Instructor: Since this is an online course, communication will be conducted via MyLeo Email. All Email correspondence will be through eCollege and MyLeo.

Subject lines for all Email correspondence are required to have **BA 595** as the first item in the subject line. All email messages must contain student name as the last line in the message. Without the correct subject line and student identification, Email Spam filters used by TAMU-C will place your message in a junk Email folder where your message will be automatically deleted. Remember to professionally compose your Email messages with proper grammar and spelling and by using a professional tone toward your instructor. Properly addressed and signed Emails will be replied to within 24 to 48 hours Monday-Friday. If a face-to-face conference is needed between the student and instructor in the instructor’s office, an appointment **must** be made several days in advance by the student.

**Attendance & Participation:** No attendance policy will be imposed for this online course. However, students will need to complete all assignments and course requirements consistent with the assignment schedule. Excused absences will not generate extra time for meeting deadlines and scheduled events. Since late assignments are not accepted, you are strongly encouraged to submit assignments prior to the due dates. Students will be expected to participate consistent with course objectives and goals.

**It is the student’s responsibility to:**
- Stay active in the course by logging into the course on a regular daily basis.
- Always read every course **announcement** at the top of the course. Feedback for assignments, university announcements, and major department announcements will be posted to this forum. These announcements are placed in your course to help you so please take the time to read and understand each announcement. These announcements are time sensitive so they will only be available for a limited period of time.

**Late Assignments:** Assignments are due on specific dates, as assigned. Assignments will not be accepted after the due date.

**Withdrawal Policy:** Every student has the right to drop the course without penalty until the drop-date. Students dropping the course during this period will be given a ‘Q’. If you choose to stop attending class, you may be dropped from the course due to excessive absences. If you are not satisfied with your grade in the course and wish you to drop, it is YOUR responsibility to drop the course. A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page.
**Student Conduct**

All students are expected to conduct themselves in a professional manner at all times. You are adults and will be treated as such. Discriminatory, rude, and inappropriate language will not be tolerated in this class and students will be asked to leave or drop the class (these same rules apply for online discussions). If a student continues to act in the same manner during future classes, the instructor reserves the right to drop the student from the course.

**Academic Integrity:** If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. Please ask me if you have questions about what is proper and what is not.

**Intellectual Ownership:** When reviewing the literature, one frequently peruses written thoughts, findings, conclusions, and perspectives of individuals and organizations that may be used to create credibility and/or rationale from investigative studies. A problem, however, is how to capitalize on such information, yet not violate the principles of intellectual ownership. One solution involves answering two questions: (1) what is plagiarism? (2) How is plagiarism avoided? Simply stated, plagiarism is claiming another person’s or organization’s works as one’s own. Such violations may be avoided by knowing how to use and acknowledge the works of others. The 6th Edition of the Publication Manual of the American Psychological Association states: “Authors do not present the work of another as if it were their own work” (p. 16). “Whether paraphrasing, quoting an author directly, or describing an idea that influenced your work, you must credit the source” (p.170).

Quotation marks should be used to indicate the exact words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you will need to cite it in the text.

Some people seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. However, information on the web must be properly cited just as you would any "hard copy" periodicals. **In this course, APA style citation is expected. Any written assignments must include in text citations as well as a separate reference page.** The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml.

To avoid plagiarism an individual must give credit wherever he or she uses:

- another individual’s idea, opinion, or theory
- facts, statistics, graphs, and drawings that are not common knowledge
- quotations of another individual’s spoken or written words
- paraphrase another individual’s spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

Acts of plagiarism will result in writing assignments and research projects assigned a grade of ‘0’ for the first offense. Upon the second offense, student will be referred to the Dean of Student Services and will receive a grade of ‘F’ for the course with possible removal from the program and university. TAMU-C has purchased a license for TurnItIn.com which checks for plagiarism. All submitted course requirements may be submitted to this service. If the report generated notes that your work is plagiarized, you will receive an ‘F’ for that course requirement and course. If you are unsure what constitutes plagiarism and how to avoid it. Visit the following websites: http://www.plagiarism.org/
http://www.unc.edu/depts/wcweb/handouts/plagiarism.html
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml
University Policies

Requests for Special Accommodations: Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. An individual instructor cannot decide to make accommodations for you without that Committee’s approval.

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

Student Requirements: “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment”. (See Student’s Guide Handbook, Policies and Procedures, Conduct)

Student Appeal of Course Grade: The CBT now has an online printable form for: Student Appeal of Course Grade. The form along with TAMU-C Procedure 13.99.99.R0.05 is located on the CBT website under the Faculty Resource link.

*Academic Honesty Policy: Per the new Academic Honesty Policy for College of Business and Technology, please download the file (Academic Honesty Policy) located in Doc Sharing and read the policy.

Once you read the policy, please type in your Name, Campus Wide Identification Number (CWID), and Date at the bottom of the form, save the file, close the file, then upload the file to the Academic Honesty Policy Dropbox. By submitting the form with the requested information you state that you have read and agree to abide by the Academic Honesty Policy. You need to have your Academic Honesty Policy submitted by the date on the schedule.

Academic Honesty Policy
Texas A&M University-Commerce
College of Business and Technology

Statement of Ethical and Professional Conduct:
The College of Business and Technology at Texas A&M University-Commerce faculty, staff and students will follow the highest level of ethical and professional behavior. We will strive to be recognized as a community with legal, ethical and moral principles and to teach and practice professionalism in all that we do.
In an academic environment we will endeavor to not only teach these values but also to live them in our daily lives and work. Faculty and staff will be held to the same standards and expectations as our students.
Failure to abide by these principles will result in sanctions up to and including dismissal.

Actionable Conduct:
There are five different types of actions that will bring sanction. They are:

1. **Illegal activity**: Violation of any local, state or federal laws that prohibit the offender from
performance of his or her duty.

2. **Dishonest Conduct**: Seeking or obtaining unfair advantage by stealing or receiving copies of tests or intentionally preventing others from completing their work. In addition falsifying of records to enter or complete a program will also be considered dishonest conduct.

3. **Cheating**: The unauthorized use of another’s work and reporting it as your own.

4. **Plagiarism**: Using someone else’s ideas and not giving proper credit.

5. **Collusion**: Acting with others to perpetrate any of the above actions regardless of personal gain.

**Sanctions:**

In the case of staff or faculty the immediate supervisor will be the arbiter of actionable behavior and will use Texas A&M University-Commerce and/or Texas A&M University System Policy and Procedures as appropriate to guide sanctions.

Faculty, guided by clearly delineated policy in the course syllabus, will be the arbiter for in-class violations. All violations will be reported to the Dean of the College of Business and Technology to assure equity and to provide appropriate counsel. In addition, the Dean will maintain records of violations by students. Second violations will be reviewed by the Dean and sanctions beyond those of the faculty up to and including suspension and permanent expulsion from Texas A&M University-Commerce will be considered. Faculty and students are guided by the current undergraduate and graduate catalogs of the University as well as The Student's Guidebook.

Faculty, staff and students will always be afforded due process and review as appropriate.

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**Course Schedule**

*Note: The instructor reserves the right to change any of the following dates and content. Any changes in this syllabus will be communicated to you in class, in eCollege or via email by the instructor.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings/Assignments/Exams/Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ch 1 Marketing Research for Managerial Decision Making</td>
<td>Please post intro in our Student Lounge  &lt;br&gt;Syllabus Quiz – DUE SUNDAY 11 pm  &lt;br&gt;Academic Policy - <em>Read, Print, Sign the Academic Honesty Policy! Upload to the dropbox!</em>  &lt;br&gt;Discussion</td>
</tr>
<tr>
<td>2</td>
<td>Ch 2 The Marketing Research Process &amp; Proposals</td>
<td>Discussion</td>
</tr>
<tr>
<td>3</td>
<td>Ch 3 Secondary Data, Literature Reviews and Hypotheses</td>
<td>Discussion</td>
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<tr>
<td>4</td>
<td>Ch 4 Exploratory Research Designs and Data Collection Approaches</td>
<td>Discussion</td>
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<tr>
<td>Week</td>
<td>Dates</td>
<td>Chapter/Topic</td>
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<tr>
<td>5</td>
<td>9/24 – 9/28</td>
<td>Ch 5 Descriptive and Causal Research Designs</td>
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<td>6</td>
<td>10/1 – 10/5</td>
<td>Ch 6 Sampling: Theory and Methods</td>
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<td>7</td>
<td>10/8 – 10/12</td>
<td>Ch 7 Measurement and Scaling</td>
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<td>8</td>
<td>10/15 – 10/19</td>
<td>Ch 8 Designing the Questionnaire</td>
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<td>9</td>
<td>10/22 – 10/26</td>
<td>Ch 9 Qualitative Data Analysis</td>
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<td>Ch 9 continued</td>
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<td>11</td>
<td>11/5 – 11/9</td>
<td>Ch 10 Preparing Data for Quantitative Analysis</td>
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<td>12</td>
<td>11/12 – 11/16</td>
<td>Ch 11 Basic Data Analysis for Quant. Research</td>
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<td>13</td>
<td>11/19 – 11/23</td>
<td>Ch 11 continued</td>
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<td>14</td>
<td>11/26 – 11/30</td>
<td>Ch 12 Relationships in Quant. Research</td>
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<td>15</td>
<td>12/5 – 12/9</td>
<td>Ch 13 Communicating Findings</td>
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<td>16</td>
<td>12/12 – 12/16</td>
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**Internet links for each week are meant to help with your understanding of the material in “the real world”. They can also be used in the discussion forum.****DISCUSSIONS ARE DUE ON FRIDAYS!!!**