MKT572 Seminar in Marketing Research
COURSE SYLLABUS

Professor: Dr. Yuying(Sarah) Shi
Email: yuying.shi@tamuc.edu
Office: BA320
When: 2016 Fall Semester
Virtual Office Hour: Wednesday 1:30 p.m. - 4:30 p.m. (CST)

Course Description
Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process and marketing research methods, such as survey, focus group, ANOVA, regression, and multivariate methods.

Course Objectives

1. Identify the strength and weakness of three types of research design: exploratory research, descriptive research and causal research.
2. Design survey questionnaire.
3. Identify the appropriate sampling frame and collect data.
4. Apply basic univariate and multivariate data analysis techniques.
5. Translate a marketing problem into a feasible research question and use statistical methods to test your research hypotheses.
6. Interpret the results.

Required Text and Materials:
Textbook: Marketing Research 10th Edition by Carl McDaniel Jr. (Author), Roger Gates (Author)
ISBN:9781118808849
Required Statistical Software:
SPSS is required for data analysis. Students are responsible for the access to SPSS software. There is a free 14-day trial of IBM SPSS Statistics. Please see the link below: http://www-01.ibm.com/software/analytics/spss/products/statistics/downloads.html

You can also purchase the student version with the following link: https://estore.onthehub.com/WebStore/OfferingsOfMajorVersionList.aspx?pmv=89cf975c-47c3-e411-940a-b8ca3a5db7a1&cmi_mnuMain=ed6ad73c-7bc7-e011-ae14-f04da23e67f6&utm_source=LandingPage-SPSS-Statistics-student&utm_medium=LandingPage-b&utm_campaign=SPSS

Course Requirements
Your grade will be determined by your performance on three exams, one individual assignment, class participation, and group projects. The point distribution for the course is as follows:

Introduction and Group formation (30 points)
Exams (3 @ 150 points each for a total of 450 points)
Individual Assignment (1 @ 120 points)
Group Project (2 @ 120 points each for a total of 240 points)
Total (840 points)

Your final grade is your total points earned divided by the course’s total points.

The following scale will be used to assign final grades:

<table>
<thead>
<tr>
<th>SCORE</th>
<th>&gt;=90</th>
<th>80-89.9</th>
<th>70-79.9</th>
<th>60-69.9</th>
<th>&lt;60</th>
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<tbody>
<tr>
<td>GRADE</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>F</td>
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Important Information

Deadlines are absolute:
All discussions, assignment and exams must be completed on the due date. Late work will not be accepted and will be graded as zero.

Extra credit policy:
NO extra credits will be awarded for individual students. Don’t attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Introduction and Group formation
Please introduce yourself in student lounge. You should include at least the following information (not exhaustive though): you name, major, you school status (full/part, year). By the end of the week 3, you should find a group to join in. Each group can have at most 4 group members.
Group Work
Please follow the group project instructions carefully. Please form your group at your earliest convenience. The grade is based on the final report regardless how many students do the project. If your group has any issues regarding the performance of any group member, please notify me at least one week ahead of deadline so that I can eliminate certain group members.

It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. No late submission is accepted. You should plan your time carefully.

Exams.
Three equally weighted exams will be given during the semester. These exams will cover textbook readings, lecture material, videos, and even possible guests’ lectures. Basically you are responsible for all of the material presented in the class. There is no make-up exam. Each exam time limit is approximately 2 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

Email Policy:
When you send me email, be sure to include the course title (MKT572) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Assignment Policy
All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

Time Zone:
The default time zone is Central Standard Time (CST) for all assignments, exams, discussions and etc.

Technology Requirement
At a minimum, you must have access to internet and to Microsoft Office 2013, 2010, 2007 or Open Office. For additional information about system requirements, please see: https://secure.ecollege.com/tamuc/index.learn?action=techn. This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to: http://www.tamuc.edu/myleo.aspx.
Access to a computer with:
- Internet access (high-speed preferred)
- Speakers so you can hear audio enhanced assignments throughout the semester
- Word processing software (Microsoft Word preferred)

ACCESS AND NAVIGATION
The course utilizes eCollege, the Learning Management System used by TAMUC. To get started with the course, go to:  https://leo.tamuc.edu/login.aspx

eCollege Technical Concerns: Please contact the eCollege HelpDesk, available 24 hours a day, seven days a week, by sending an email directly to helpdesk@online.tamuc.org. You may also reach the HelpDesk by calling 1-866-656-5511 toll FREE, or through the Online Chat by clicking on the "Live Support" tab within your eCollege course.

Other Questions/Concerns: Contact the appropriate TAMU-C department relating to your questions/concern. If you are unable to reach the appropriate department with questions regarding your course enrollment, billing, advising, or financial aid, please call 903-886-5511 between the hours of 8:00 a.m. - 5:00 p.m., Monday through Friday.

Syllabus Change Policy
The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures
Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette http://www.albion.com/netiquette/corerules.html

ADA Statement
Students with Disabilities
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- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: Rebecca.Tuerk@tamuc.edu
Nondiscrimination Notice
Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf) and/or consult your event organizer. Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.
## COURSE SCHEDULE

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Week 1 (08/31-09/03)</td>
<td>Introduction /Syllabus</td>
<td>1</td>
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<tr>
<td>Week 2 (09/04-09/10)</td>
<td>Research design</td>
<td>2-3</td>
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<tr>
<td>Week 3 (09/11-09/17)</td>
<td>Secondary data</td>
<td>4-5</td>
<td>Group Forming Due 9/17</td>
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<td>Week 4 (09/18-09/24)</td>
<td>Survey/ Online Mkt Research</td>
<td>6-7</td>
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<tr>
<td>Week 5 (09/25-10/1)</td>
<td><strong>Exam One</strong></td>
<td>1-7</td>
<td>Exam 1 Due (09/25-10/1)</td>
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<tr>
<td>Week 6 (10/2-10/8)</td>
<td>Primary Data</td>
<td>8-9</td>
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<tr>
<td>Week 7 (10/9-10/15)</td>
<td>Measurement/Survey</td>
<td>10-11</td>
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<tr>
<td>Week 8 (10/16-10/22)</td>
<td>Questionnaire Design</td>
<td>12-13</td>
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<tr>
<td>Week 9 (10/23-10/29)</td>
<td><strong>Exam Two</strong></td>
<td>8-13</td>
<td>Exam 2 Due (10/23-10/29)</td>
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<tr>
<td>Week 10 (10/30-11/5)</td>
<td>Sampling</td>
<td>14</td>
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<tr>
<td>Week 11 (11/6-11/12)</td>
<td>Data Analysis I</td>
<td>15-16</td>
<td>Group Project 1 Due (11/12)</td>
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<tr>
<td>Week 12 (11/13-11/19)</td>
<td>Data Analysis II</td>
<td>17</td>
<td>Individual Assignment Due (11/19)</td>
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<tr>
<td>Week 13 (11/20-11/26)</td>
<td>Multivariate Data</td>
<td>18</td>
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<tr>
<td>Week 14 (11/27-12/3)</td>
<td><strong>Exam Three</strong></td>
<td>14-18</td>
<td>Exam 3 Due (11/27-12/3)</td>
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<tr>
<td>Week 15 (12/4-12/10)</td>
<td>Group Project</td>
<td></td>
<td>Group Project 2 Due (12/10)</td>
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Note: The above schedule is subject to change at the discretion of the instructor.