Professor: Dr. Yuying Shi  
Email: yuying.shi@tamuc.edu  
Office Location: BA 320  
Office Phone: 903-886-5692  
Office Fax: 903-886-5693  
Office Hours: Virtual Office Hours

Course Description
Seminar in Marketing Research. Three semester hours. This course emphasizes the analysis of marketing research information as an aid to decision making. It will provide students with a working knowledge of the analytical tools available to market researchers and managers. Techniques of data collection, evaluation of alternative sources of information, and the methods for evaluating data and presenting results are covered. The course also deals with how to define information needs, the use of test marketing procedures and the role of models in decision making. Prerequisite: MKT 521, ECO 595 or consent of instructor.

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 based on statistical tests.

Required Text and Materials:
**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](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](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 forming (1 @ 30 points)
- Discussion Topic (2 @ 50, a total of 100 points)
- Exams (3 exams for a total of 450 points)
- Individual Assignment (1 @ 120 points)
- Group Project (1 @ 150 points each for a total of 150 points)
- Total (850 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>
</tr>
</thead>
<tbody>
<tr>
<td>GRADE</td>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>F</td>
</tr>
</tbody>
</table>

**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 to your classmate. 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 2.5 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.

---

**Pearson LearningStudio (eCollege) Access and Log in Information**

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 myLeo and from the top menu ribbon select eCollege. Then on the upper left side of the screen click on the My Courses tab.
You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

**Note:** It is strongly recommended you perform a “Browser Test” prior to the start of your course. To launch a browser test login to Pearson LearningStudio, click on the My Courses tab, and then select the Browser Test link under Support Services.

**Pearson LearningStudio Student Technical Support**

Texas A&M University-Commerce provides students technical support for the use of Pearson LearningStudio.

Technical assistance is available 24/7 (24 hours, 7 days a week).

If you experience LearningStudio (eCollege) technical problems, contact the LearningStudio helpdesk at 1-866-656-5511 (toll free) or visit Pearson 24/7 Customer Support Site.

The student help desk may be reached in the following ways:

- **Chat Support:** Click on ‘Live Support’ on the tool bar within your course to chat with a Pearson LearningStudio Representative.

- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

**Accessing Help from within Your Course:** Click on the ‘Tech Support’ icon on the upper left side of the screen inside the course. Then you will be able to get assistance via online chat or by phone.

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

**Policy for Reporting Problems with Pearson LearningStudio**

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure must be followed:

- Students must report the problem to the help desk. You may reach the helpdesk at 1-866-656-5511.
- Students must file their problem with the helpdesk and obtain a helpdesk ticket number.
- Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and provide me with the helpdesk ticket number.
• I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer and internet access problems are not a legitimate excuses for filing a ticket with the Pearson LearningStudio Help Desk. Only Pearson LearningStudio based problems are legitimate reasons to contact the Help Desk.

You strongly are encouraged to check for your internet browser compatibility BEFORE the course begins and take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform.

myLeo Support
Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at myLeo.

Learner Support
The One Stop Shop was created to serve you by providing as many resources as possible in one location.

The Academic Success Center provides academic resources to help you achieve academic success.

FREE Mobile APPS

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

| App Title: | iPhone – Pearson LearningStudio Courses for iPhone  
| Android – LearningStudio Courses - Phone |
| Operating System: | iPhone - OS 6 and above  
| Android – Jelly Bean, Kitkat, and Lollipop OS |
| iPhone App URL: | https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8 |

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

• View titles/code/Instructor of all Courses enrolled in online
• View and respond to all discussions in individual Courses
• View Instructor Announcements in individual Courses
• View Graded items, Grades and comments in individual Courses
• Grade to Date
• View Events (assignments) and Calendar in individual Courses
• View Activity Feed for all courses
• View course filters on activities
• View link to Privacy Policy
• Ability to Sign out
• Send Feedback

LearningStudio Notifications

Students can be alerted to course activities via text on their mobile phones or up to two email addresses.

Based on their preferences, students can automatically receive a push notification with every new: course announcement, threaded discussion post, grade, and/or assignment without having to login to the course. Enrolled students will automatically receive email notifications for announcements and can opt out of this feature. To receive text notifications, students must opt in.

To begin setting up notifications, go into your course in LearningStudio and click on the bell-shaped Notifications icon on the main menu ribbon.

By default the student’s university email address will appear. This cannot be changed in LearningStudio. Additional email addresses may be added by clicking the Add button. After all of the other selections are completed be sure to click the Save and Finish button.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

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.

Student Conduct
All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette

TAMUC Attendance
For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.
**Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

**Undergraduate Academic Dishonesty 13.99.99.R0.03**

**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
Website: Office of Student Disability Resources and Services

**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.

**Campus Concealed Carry Statement**

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 the Carrying Concealed Handguns On Campus document 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.

**Academic Honesty**

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications,
whether copyrighted or not, and all verbal or visual communication when the content of such
communication clearly originates from an identifiable source. Please see the Texas A & M
University – Commerce Graduate Catalog for more information about academic honesty,
including consequences of academic dishonesty.

### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 (2/1)</td>
<td>Introduction /Syllabus</td>
<td>1-2</td>
<td></td>
</tr>
<tr>
<td>Week 2 (2/5)</td>
<td>Research design</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Week 3 (2/12)</td>
<td>Secondary data</td>
<td>4-5</td>
<td></td>
</tr>
<tr>
<td>Week 4 (2/19)</td>
<td>Survey/ Online Mkt Research</td>
<td>6-7</td>
<td>Group forming due (2/18)</td>
</tr>
<tr>
<td>Week 5 (2/26)</td>
<td>Exam One</td>
<td>1-7</td>
<td>Exam 1 Due (02/26-3/4)</td>
</tr>
<tr>
<td>Week 6 (3/5)</td>
<td>Primary Data</td>
<td>8-9</td>
<td></td>
</tr>
<tr>
<td>Week 7 (3/12)</td>
<td>Measurement/Survey</td>
<td>10-11</td>
<td></td>
</tr>
<tr>
<td>Week 8 (3/19)</td>
<td>Questionnaire Design</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Week 9 (3/26)</td>
<td>Questionnaire Design</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Week 10 (4/2)</td>
<td>Exam Two</td>
<td>8-13</td>
<td>Exam 2 Due (4/2-4/8)</td>
</tr>
<tr>
<td>Week 11 (4/9)</td>
<td>Sampling</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Week 12 (4/16)</td>
<td>Data Analysis I</td>
<td>15-18</td>
<td>Individual Assignment Due (4/22)</td>
</tr>
<tr>
<td>Week 13 (4/23)</td>
<td>Data Analysis II</td>
<td>15-18</td>
<td>Group Project Due (4/29)</td>
</tr>
<tr>
<td>Week 14 (4/30)</td>
<td>Group Project</td>
<td>15-18</td>
<td></td>
</tr>
<tr>
<td>Week 15 (5/7)</td>
<td>Exam Three</td>
<td>14-18</td>
<td>Exam 3 Due (4/30-5/6)</td>
</tr>
</tbody>
</table>

Note: The above schedule is subject to change at the discretion of the instructor.