UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE
Belk College of Business

MKTG 3222 | Marketing Research | 3 credits

Instructor: Dr. Sherry Shaoyin Du
Email: sdu7@uncc.edu (Please include MKTG3222 in the email title/subject)
Office: Friday Building 253A
Class Time: Friday 9:05 – 11:50 AM @ Friday 339
Course Website: Canvas (canvas.charlotte.edu/)
Office Hours: Friday 12:00-2:00pm or by appointment

Course Description:

This course aims to provide a fundamental understanding of the marketing research process, design, and tools to aid in decision-making. This course will examine the use of exploratory, descriptive, and causal research designs and their associated analytical techniques to help guide marketing decisions.

Learning Outcomes:

When you complete this course, you will be able to:
• Describe a typical six-step market research process
• Assess the relevant advantages and disadvantages among different research designs
• Formulate appropriate marketing research objectives
• Recognize the strengths and weaknesses of various market-research techniques
• Conduct focus group and survey research
• Recommend appropriate actions and decisions based on data input

Required Course Materials:

• Custom Course Case Pack: https://hbsp.harvard.edu/import/970755
Grading Policy & Scale:

<table>
<thead>
<tr>
<th>Components</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Homework (2 assignments)</td>
<td>30</td>
</tr>
<tr>
<td>Group Project</td>
<td>30</td>
</tr>
<tr>
<td>In Class Quizzes (4 quizzes)</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20</td>
</tr>
<tr>
<td>Extra Credits: class participation</td>
<td>0~5</td>
</tr>
<tr>
<td>Total</td>
<td>105</td>
</tr>
</tbody>
</table>

Your overall numerical grade will be rounded to the nearest integer and then converted to a letter grade according to the following table.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range of Numerical Grade</td>
<td>90+</td>
<td>80~89</td>
<td>70~79</td>
<td>60~69</td>
<td>&lt;60</td>
</tr>
</tbody>
</table>

*Homework Assignments (30%):*

To facilitate an effective learning process, two individual homework assignments will be posted for this course. These homework assignments are intended for *individual work* only.

- **Homework1 survey design (15%):** develop a set of research objectives; apply the principles of questionnaire design and question writing to create research survey using Qualtrics survey software ([https://uncc.qualtrics.com/](https://uncc.qualtrics.com/)).
- **Homework2 data analysis (15%):** complete several basic data analyses using Excel software and draw appropriate conclusions.

*Group Project (30%):*

Throughout the course, you will work in teams to complete an extensive research project, consisting of the following components:

- **Exploratory secondary data analysis (5%):** Teams will complete a secondary data analysis to provide further context and determine what primary research is necessary.
- **Exploratory Focus Groups / Interviews (10%):** Teams will conduct a qualitative research project to refine initial hypotheses and inform a quantitative research design. Approach may include focus groups and/or interviews.
- **Quantitative Research (15%):** Teams will develop the quantitative research to address the research objectives identified and refined from initial exploratory research.
The final report should contain an executive summary, methodology, results, limitations, and recommendations for each of the three research phases of the project. Teams should produce a formal report, as well as a presentation that will be presented in class. Each team will be composed of roughly 5 members. Your team wants to select an interesting topic with practically important marketing/business problems. One team only needs to submit ONE copy of work to Canvas for grading. It is each team member’s responsibility to ensure his/her name is on the file.

Peer Evaluation Form: On the last day of class, each individual will need to email me his/her own confidential Peer Evaluation Form to reflect each team member’s contribution to the project. You should be honest and impartial in your evaluations.

In Class Quizzes (20%): Quizzes will be conducted in class and in class ONLY. There is no makeup. Quizzes will be based on lecture contents and case study materials.

Final Exam (20%): A comprehensive exam will be conducted in class. The exam will include both conceptual knowledge component, as well as a data analysis and interpretation component. Make-up exams will not be offered unless there is a documented serious illness or extreme personal circumstances.

Late Submission: All written projects and assignments should be submitted electronically via canvas on the due date. 20% of the assigned grade will be deducted for the late assignments each day till reaching 0 point.
**Tentative Teaching Schedule:**

This is a loose and tentative schedule and the instructor reserves the right to change it according to course development and student progress.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/26/2022</td>
<td>Course Overview and Marketing Research Design</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>9/2/2022</td>
<td>Secondary &amp; Syndicated Data</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9/9/2022</td>
<td><strong>Exploratory Research</strong></td>
<td>Boston Case</td>
</tr>
<tr>
<td>4</td>
<td>9/16/2022</td>
<td>Descriptive Research</td>
<td>Quiz1</td>
</tr>
<tr>
<td>5</td>
<td>9/23/2022</td>
<td>Survey Design</td>
<td>Harvard Case</td>
</tr>
<tr>
<td>6</td>
<td>9/30/2022</td>
<td>Causal Research</td>
<td>Quiz2</td>
</tr>
<tr>
<td>7</td>
<td>10/7/2022</td>
<td>Group Project Presentation – Qualitative Research</td>
<td>HW1</td>
</tr>
<tr>
<td>8</td>
<td>10/14/2022</td>
<td>Sampling &amp; Data Collection</td>
<td>Saxonville Case</td>
</tr>
<tr>
<td>9</td>
<td>10/21/2022</td>
<td>Data Analysis 1</td>
<td>Quiz3</td>
</tr>
<tr>
<td>10</td>
<td>10/28/2022</td>
<td>Data Analysis 2</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11/4/2022</td>
<td>Data Analysis 3</td>
<td>Quiz4</td>
</tr>
<tr>
<td>12</td>
<td>11/11/2022</td>
<td>No Class – Veterans Day</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>11/18/2022</td>
<td>Group Project Meetings</td>
<td>HW2</td>
</tr>
<tr>
<td>14</td>
<td>11/25/2022</td>
<td>No Class - Happy Thanksgiving!</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>12/2/2022</td>
<td>Group Project Presentation – Quantitative Research</td>
<td>Project Submission</td>
</tr>
<tr>
<td>16</td>
<td>12/9/2022</td>
<td>Final Exam</td>
<td></td>
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**Course Policies:**

**Syllabus Revision:**

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by Canvas announcement or email notice or by changes to this syllabus posted on the course website at [https://canvas.charlotte.edu](https://canvas.charlotte.edu).

**Classroom Conduct:**

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on
the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

Withdrawals:

Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Incompletes:

The grade of I is assigned at the discretion of the instructor when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed by the deadline specified by the instructor, and no later than 12 months. If the I is not removed during the specified time, a grade of F, U, or N, as appropriate is automatically assigned. The grade of I cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of I. University policy addressing Incompletes.

Feedback:

It is my goal to make this an excellent course. If at any time you feel that the course is not meeting your expectations or you want to provide feedback on how the course is progressing, please contact me directly, and I will do my best to address your concerns.

Academic Integrity:

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Students are expected to submit their own work, either as individuals or contributors to a group assignment. Definitions and examples of plagiarism and other violations are set forth in the Code. The Code is available from the Dean of Students Office or online at: http://legal.uncc.edu/policies/up-407 Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Non-Discrimination:
All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person’s actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

**Belk College Statement on Diversity:**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Title IX:**

Title IX UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. Please be aware that many UNC Charlotte employees, including all faculty members, are considered Responsible Employees who are required to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need. If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.
Student Support:

Disability Support Services:

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040, visit their office in Fretwell 230, or email disability@uncc.edu.

The Office of Disability Services works with current undergraduate and graduate students along with prospective students to ensure equal access to UNC Charlotte's campus and educational programs.

All services are dependent upon verification of eligibility. Once approved for services, students receive accommodations which are based upon the nature of an individual's disability and documented needs. Students are strongly encouraged to register or check-in for their accommodations with a Disability Services counselor as soon as they have registered for classes. Accommodations are not retro-active and will not begin until the student notifies his or her faculty by providing the Letter of Accommodation.

Student Support Services:

Be sure to take advantage of the wealth of resources and support available at UNC Charlotte. Some of the resources available to you include the University Writing Resource Center, University Counseling Center, and the J. Murrey Atkins Library.

- University Center for Academic Excellent (UCAE) | (704) 687-7837 | uncc-ucae@uncc.edu
- University Writing Resources Center (WRC) | 704-687-1899 | wrchelp@uncc.edu
- Veteran Student Services | 704-687-5488 | veteranservice@uncc.edu
- University Counseling Center | 704-687-0311
- Multicultural Resource Center | 704-687-7121 | mrc@uncc.edu
- List of computer labs on campus
- Atkins Library Laptop Lending program