

Marketing Research

Contact Information

Dr. Suzanne M. Collins, Adjunct Professor

Campus Email: scollin1@uncc.edu

Mobile: 704.302.3880

Office hours: **By appointment**

Also see Canvas: **Contact my Professor & course GroupMe**

Course Description

The goal of this course is to provide a fundamental understanding of marketing research process, design, and tools to aid in both strategic and tactical 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. By the end of this course, successful students will be able to:

- Describe a typical five-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
- Design exploratory, descriptive and causal research
- Conduct focus group and survey research
- Analyze qualitative and quantitative data
- Recommend appropriate actions and decisions based on rigorous data analysis

Throughout the course, we will use a combination of lectures, readings, discussions, cases, data based exercises, and group projects. At the end of the term, it is expected that students will have a basic competency in conducting a complete marketing research project, from research design, to survey construction, data collection, analysis and reporting.

Required Course Materials

- Qualtrics software (*available online for duration of course*)
- Microsoft Excel (MAC or Windows) most recent version; **no** google or numbers files

Text

ISBN(s): ISBN: 0132544482 | ISBN13: 9780132544481 Basic Marketing Research Naresh K. Malhotra; recommended to purchase used

Grading: The final grade will be determined as follows:

Assignments	300 points
Quizzes/Exams	300 points
In Class Discussion	200 points
Term Project(s) (Group)	200 points
Total	1,000 points

Final letter grades will be based on the following totals:

- 90% and above A (Superior Performance)
- 80%- B (Good Performance)
- 89% Performance)
- 70%- C (Average Performance)
- 79% Performance)
- 60%- D (Below Average Performance)
- 69% Performance)
- Less than 60% F (Failing)

Final letter grades are not curved or rounded, e.g. 89.6 = B. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal.

Portions of the following paragraph are from the University’s Policies and Procedures for Appeals of Final Course Grades; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member’s determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student’s grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

Late Policy

Assignments are due as assigned. This class has a very straightforward late policy: I realize life happens, and things will be late from time to time. To that extent, assignments can be turned in up to a week late, past their original due dates. "Late" is defined as after the assignment is due

Any work submitted late will be eligible to earn no higher than a B grade

(80%). So, you can still earn the bulk of the credit, as long as you're submitting work that meets the assignment goals. This is an across-the-board policy--no need for excuses or explanations.

Anything not submitted within a week of the due date will get a permanent zero.

Attendance and Participation

Regular, on-time class attendance is required. The concepts described in class may not appear in textbooks. If a student misses a class, the student must work with other students to learn what material was covered.

Attendance will be **assessed through participation in a group exercises throughout the semester**. Related work required to be completed in class will result in a grade reduction, unless sufficient rationale for absence has been provided in advance of the start of class; absences will result in lowered group exercise grading.

Civility

Students are encouraged to actively and appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real-world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy

406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

Academic Integrity/Honesty

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

Communication with the professor

Communication will be through Canvas email. Responses to inquiries will typically be within 24-48 hours. If you will be unable to attend class notify both the professor and your group if applicable.

Emergency Communication: In the case of an emergency, you may contact me via text; emergency communication will be responded to as soon as is possible.

Other Information

Students are responsible for all announcements made in class and on the class online resources. Students should check the online Canvas class resources throughout the semester.

The instructors will discuss grades only with the student; by scheduling appointments only. Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes to permit class discussion. If time doesn't permit it, then those questions should be asked via canvas email notification only. If further clarification is needed, please request time with during office hours with notice or by other scheduled appointments. Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

Belk College of Business 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.

Disability Accommodations

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 or visit their office in Fretwell 230.

Course Outline

The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

#	Date	Topic(s)	Learning Objectives
1	8/21	Course Overview Ch 1: Introduction to Marketing Research	<ol style="list-style-type: none"> 1. Define marketing research; problem identification vs. problem solving 2. Describe the six steps of the marketing research process 3. Discuss how marketing research creates competitive intelligence 4. Explain the decision for when to or not to conduct marketing research 5. Describe the careers available to marketing researchers 6. Explain marketing research as a part of decision support systems and marketing models
2	8/28	Ch 2: Defining the Marketing Research Problem and Developing an approach	<ol style="list-style-type: none"> 1. Illustrate the importance and of the process used to define marketing research problems 2. Describe the process to define the problem prior to beginning primary research 3. Discuss the environmental factors which influence the definition of the research problem 4. Explain the difference between the management problem in the marketing research problem 5. Explain the structure of a well defined marketing research problem
9/3 - NO CLASS – LABOR DAY			
3	9/11	Ch 3: Research Design	<ol style="list-style-type: none"> 1. Define research design and exploratory versus conclusive design 2. Identify and research design types: exploratory, descriptive, and causal 3. Describe sources of error in research design 4. Managing research, budgets and scheduling 5. Describe the elements and demonstrate the creation of a research proposal
4	9/18	Ch 4: Exploratory Research Design: Secondary Data Ch 5: Syndicated data	<ol style="list-style-type: none"> 1. Define secondary data scope and nature versus primary data 2. Advantages & disadvantages of secondary data 3. Evaluate secondary usage specifications 4. Identify the sources of secondary data 5. Big Data and firm responsibilities <p>What is syndicated data</p>
5	9/25	Ch 6 Exploratory Research Design: Qualitative Research	<ol style="list-style-type: none"> 1. Explain the difference between qualitative & quantitative research; objectives, sampling, data collection analysis and outcomes 2. Describe the forms of qualitative research; direct & indirect methods 3. Describe and explain focus groups; planning & conducting research 4. Advantages & disadvantages of focus groups 5. Discuss the interview process; advantages & disadvantages
6	10/2	Ch 7 Descriptive Research Surveys & Observations Ch 8. Causal Research Design: Experimentation	<ol style="list-style-type: none"> 1. Improving Survey Response Rates (199- 200) 2. Describe Observational Research Methods (201- 205) <ol style="list-style-type: none"> 1. Explain Causality & Conditions 2. Identify Conditions which indicate causality 3. Explain types of Validity 4. Describe types of experimental design

#	Date	Topic(s)	Learning Objectives
7	10/9	Ch 16: Data Analysis: Frequency, Distribution Chapter 17: Testing differences	<ol style="list-style-type: none"> 1. Describe the purpose of frequency counts 2. Perform and analyze frequency counts 3. Describe the hypothesis testing structure and steps 4. Explain the use of and create cross-tabs 5. Describe statistical testing: t-tests and chi-squared testing <ol style="list-style-type: none"> 1. Analyze differences using t-testing 2. Explain one sample and two sample testing
8	10/16	Ch 9: Measurement & Scaling Ch 10: Basic non-comparative Scales Ch 18: Data Analysis: Correlation and Regression	<ol style="list-style-type: none"> 1. Define the meaning of measurement & scaling 2. Describe basic scale characteristics 3. Describe the types of primary scales and identify examples <ol style="list-style-type: none"> 1. Describe the basic non-comparative scales and their use (272-284) 2. Perform analysis to evaluate scale reliability and validity; types of error, reliability (284-287) <ol style="list-style-type: none"> 1. Explain the use of correlation and regression techniques 2. Perform correlation and regression analysis and interpret results 3. Explain the use of bi-variate and multiple regression <p>Describe estimation of parameters, standardized regression, significance testing and predictive accuracy</p>
10/23 - NO CLASS – Fall Break			
9	10/30	Ch 19: Report Preparation and Presentation Ch 11: Survey Design	<ol style="list-style-type: none"> 1. Explain the guidelines for creating a Marketing Research report 2. Explain the importance of follow-up with the client and assisting the client to evaluate and implement the outcome of the report <ol style="list-style-type: none"> 1. Describe the process of identifying survey objectives 2. Steps to design a survey
10	11/6	Ch 12: Sampling Design & Procedures Ch 13: Sampling: Final and Initial Sample-Size Determination	<ol style="list-style-type: none"> 1. Describe the difference between a sample and a census 2. Explain the steps involved in the sampling design process 3. Describe and classify sampling techniques 4. Identify when to use nonprobability sampling techniques (p.351) 5. Identify when to use probability sampling techniques (p.351) <ol style="list-style-type: none"> 1. Describe factors which are relevant to sampling; distribution, statistical interference, standard error 2. Explain the statistical approach to determining sample size 3. Explain how and when to adjust sample size; incidence & completion rate influence 4. Describe sample distribution
11	11/13	Ch 14: Data Collection Ch 15: Data Preparation & Analysis	<ol style="list-style-type: none"> 1. Describe the process and preparation required to collect data <ol style="list-style-type: none"> 1. Describe the need for data prep cleanup and verification 2. Perform survey pilots and updates based on pilot 3. Creating a survey with coding for analysis needs 4. Explain the process of data cleansing
12	11/20	Project Work Session	Analysis output review & compiling the results project work session
13	11/27	PROJECT DISCUSSIONS/ PRESENTATIONS	Industry Specific/ Marketing Research project discussions
14	12/4		
FINAL	12/11	FINALS WEEK / Course wrap-up	