



## **MARKETING RESEARCH**

**MKTG 3222-001 & 002** | Spring 2021 | Online Asynchronous

**Prerequisite(s):** MKTG 3110 with grade of C or above

**Instructor: Brian Whelan, ABD**

Office: 253A Friday Building

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Office Hours: Zoom by appointment

### **Course Description:**

The goal of this course is to provide a fundamental understanding of 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. 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
- Conduct focus group and survey research
- Recommend appropriate actions and decisions based on data input

Required Course Text: *Marketing Research. An Applied Orientation*. 7<sup>h</sup> Edition. 2019. ISBN-13: 978-0-13-473484-2. Author: Naresh K. Malhotra. (Note—this text is rentable from Pearson).

### **Course Assignments**

Midterm Exam:	375 Points
Final Exam:	375 Points
Online Assignments (10):	250 Points
<b>TOTAL POINTS</b>	<b>1000 points</b>

### **Course Grading Policy:**

A = 900 – 1000 pts.

B = 800 – 899 pts.

C = 700 – 799 pts.

D = 600 – 699 pts.

F = 1 – 599 pts.

Your final grade for the course will be tabulated out of 1,000 points as indicated above. **Grades will not be rounded.** For example, 899 points is a B, and will not be rounded to an A. It is imperative that students put forth their best effort on each assignment to ensure the maximum number of points are secured throughout the term.

**Midterm Exam (375 points – 37.5% of your final grade):** There will be a comprehensive, open book essay midterm exam given during the week of March 22<sup>nd</sup>. Students must turn in the exam by the due date. **There are no makeup exams, and failure to turn in the final exam will result in a grade of zero for the exam.**

**Final Exam (375 points – 37.5% of your final grade):** There will be a comprehensive, open book essay final exam given at the end of the semester, which will test your cumulative knowledge from the course. Students must turn in the exam by the due date. **There are no makeup exams, and failure to turn in the final exam will result in a grade of zero for the exam.**

### **In-Class Assignments (10 assignments worth 25 points each - 25% of your final grade):**

There will be a series of online assignments that leverage the lecture videos given throughout the term that you will turn in by the due date. Late submissions are not permitted. No makeups will be allowed.

### **Use of Electronics Policy:**

The use of cell phones is not permitted in class. Laptop computers may be used solely for the purposes of taking notes in class. Failure to observe this policy will result in a reduction of your final grade by one full letter grade.

It is important that you read and adhere to the following additional guidelines, as failure to do so will impact your grade:

All relevant course communications will be posted on Canvas. If you are missing a grade for a particular assignment that you believe you have handed in, please contact me immediately.

### **Classroom Conduct Policy:**

You are expected to be on time to class, as you would be for an actual business meeting in private industry. You are also expected to treat your fellow students and your professor, with courtesy, politeness and respect. Disruptive behavior, including loud arguing, disrespectful or

offensive language, harassment and other behaviors deemed disruptive or offensive will not be tolerated. Failure to observe this policy will result in your permanent removal from the class.

**Use of Electronic Video:**

Electronic video, image capture, and/or audio recording is not permitted during class, whether conducted in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodation prior to recording. Any distribution of such recordings is prohibited.

**Academic Integrity:** All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. 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 F. Copies of the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps-105.html>. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**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 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.

**Attendance:** Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a

responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a negative impact to your final grade, including a failure for the course.

For absences related to COVID-19, please adhere to the following:

- **Do not come to class if you are sick.** Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- **If you are sick:** If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, you must alert the University by contacting the Student Health Center. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, you must alert the University by contacting the Student Health Center. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

To return to class after being absent due to a COVID-19 diagnosis or due to a period of self-quarantine, students should submit an online request form to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will help you continue to make progress in the course by providing you the availability to complete assignments remotely until you are able to return to class. The final decision for approval of all absences and missed work is determined by the instructor.