

Student Performance: Performance determines your grade in this class. Your performance will be evaluated by examinations (3), quizzes (5+) and application exercises. There will be a class project that is intended to give you real world experience with the marketing research process. This project will be assigned as a class group project. Where possible, Friday's are Team days. You work on your assignments or projects.

Examinations will consist of two parts: qualitative and quantitative. The qualitative portion shall consist of approximately twenty-five multiple-choice questions. The questions will cover the text and lecture materials. The quantitative portion will test your understanding of the assigned exercise assignments.

There may an extenuating circumstance that can cause a student to miss an examination. If the circumstance warrants an excused absence, a **COMPREHENSIVE** make-up exam will be given the last week of class. Any assignment missed that is not excused receives "zero" points. Any student who misses more than 140 points during the semester (for whatever reason) will be dropped from the class. If you have job conflicts, resolve them with the firm.

Late assignments will be accepted only if accompanied by a medical excuse signed by a physician.

Grade:	Exams (2)	200
	Quizzes (2+ @ 50Pts Each)	100
	Exercise Assignments	
	Class Project (2 Papers @	
	50 Pts Each)	100
	Class Participation*	
	Extra Credit**	_____
		400

*Class participation is monitored. Participation benefits students whose grades are at the margin ((B+, C+, D+). It includes class attendance, discussion, teamwork and the timely completion of ALL assignments. **PROOF READ ALL WRITTEN ASSIGNMENTS!** Failure to proof read will lower your grade and/or render your assignment unacceptable.

Extra credit may as assigned to the **ENTIRE CLASS ONLY. Extra credit points are added to the classes' total point distribution **AFTER** all assigned course work points have been tabulated.

You are a **PROFESSIONAL** in training. In this class you will be treated with professionalism. **THEREFORE**, the key to your success is **PERFORMANCE!**

Other: This syllabus is a **CONTRACT** between you and the university. Extenuating circumstances can cause a change (s) to this document. This, however, is very

unusual. You have student rights (See your UTEP Student Manuel). Plagiarism and cheating are violations of university polity. If you are not familiar with these terms, consult the student manual. Any incident is immediately referred to the Office of Dean of Students for disciplinary action.

Student Responsibilities: The following minimum responsibilities apply to all students –

- a. It is YOUR RESPONSIBILITY to attend class and to COMPLETE ASSIGNMENTS on time.**
- b. You must make certain that the instructor receives your assignments. KEEP A PERSONAL COPY OF ALL ASSIGNMENTS.**
- c. No student is required to accept the report turned in by the group. If a student disagrees with the report's content, he/she can inform the group that he/she will submit a report independent of the group. However, the student must have shared his/her analysis with the group prior to submittal.**
- d. No group needs to accept the substandard performance or behavior of any group member. If a member's performance/participation is unacceptable, the group may inform the member (at least two days prior to the submittal date) that his/her name will be left off the group's report. The member must turn in an independent report - on time.**
- e. Class etiquette requires that students enter the classroom and remain for the entire class period. In case of emergencies or with the prior consent of the instructor, students may leave class. ANY STUDENT LEAVING CLASS WITHOUT PERMISSION HAS LEFT FOR THE DAY. – TAKE ALL PERSONAL ITEMS WITH YOU. (An exception to this policy is, once the class breaks into "team time" students may move about the class or exit. Please use discretion out of respect for classmates.**
- f. Any student who leaves class during an exam has completed the exam. The student will not be allowed to return to class.**
- g. Cellphones must be turned off during class. They cannot be used as calculators during graded exercises.**
- h. Laptop computers are permitted provided they are used for "class specific" work.**
- i. There are other STUDENT RESPONSIBILITIES specified by AACSB. Be familiar with them.**

COURSE SYLLABUS (M&G, Market Research, 9th Ed.)

WEEK OF	TOPIC	ASSIGNMENTS
Aug 25	Marketing Research Basics	Text: Chpt. 1, 19, 20, 2 Appendices (by Chapter) C.T. Questions Chpt 1. (4, 7), Chpt. 2 (11, 13) (Disc)**** Research Cases 1.1, 2.2 (Disc, Th)****
Sept 1	Marketing Research Problem Definition, Research Process	Text: Chpt. 3, 4 Appendices (by Chapter) C.T. Questions: Chpt. 3 (5, 6), Chpt. 4 (2, 4) Research Cases: 3.2, 4.2, Class Research Project -- Problem Definition (Assign)
Sept 8	Marketing Research Qualitative	Text: Chpt 5 C.T. Questions Chpt. 5 (1, 7) Research Cases: 5.1; 5.2 (Disc)
Sept 15	Marketing Research Survey	Text: Chpts. 6, 7) C.T Questions: Chpt. 6 (1, 6), Chpt. 7 (2, 8), Research Cases: 6.2, 7.1
Sept 22	Marketing Research Primary Data – Observation	Text: Chpt. 8, 10 C.T. Questions: Chpt. 8 (2-6), Chpt 10 (2-6) Research Cases: 8.2, 10.2 QUIZ 1 (All Materials, Chpts 1—7), (T)
Sept 29	Marketing Research Primary Data – Experiments	Text: Chpt 9 C.T. Questions: Chpt 9 (1, 2, 6, 9), Research Case: Chpt 9 (9.1)

		<p>Project Paper 1: Problem D Definition, Situation Analysis Due (Th)</p> <p>Project Paper 2: Research Design (Assigned)</p>
Oct 6	Marketing Research Scales	<p>Text: Chpt. 11 C.T. Questions: Chpt. 11 (1, 3, 5, 6, 12) Research Case: 11.2</p>
Oct 13	Marketing Research Questionnaire Design	<p>Text: Chpt 12 C.T. Questions: Chpt. 12 (3, 4, 7) Research Case: 12.1; 12.2 EXAM 1(Materials 8/25 – 10/10) (T)</p>
Oct 20	Marketing Research Sampling	<p>Text: Chpt. 13 C.T. Questions. Chpt. 13 (4- 6, 7, 11) Research Case: 13.2</p>
Oct 27	Marketing Research Sampling	<p>Text: Chpt 14 C.T. Questions: Chpt 14. (3, 4, 6-9) Research Case: 14.1, 14.2 SPSS Exercise: Chpt. 14</p>
Nov 3	Marketing Research Data Analysis	<p>Text: Chpt. 15, 16 C.T. Questions: Chpt 15 (2, 8, 11, 12), Chpt. 16 (1, 3, 7, 9) SPSS Exercise: Chpts. 15 & 16 QUIZ 2 (All Materials, Chapts 12-14) (T)</p>
Nov 10	Marketing Research Data Analysis	<p>Text: Chpt.16 (Cont) C.T. Questions: See Above SPSS Exercises: (See Above)</p>

Nov 17	Marketing Research Data Analysis	Text: Chpt. 17 C.T. Questions: Chpt. 17 (2,7, 8) SPSS Exercise: Chpt. 17
Nov 24	Marketing Research Data Analysis (Thanksgiving Day)	Text: Chpt 18 C.T. Questions (2, 4, 5, 6) SPSS Exercise: Chpt. 18
Dec 1	Marketing Research Data Analysis	Text: Chpt. 18 C.T. Questions: See Above SPSS Exercises: See Above Exam 4: (All Materials, Chpts 12-18) (Th)

***** SPECIFIC QUESTIONS OR PROBLEMS WILL BE ASSIGNED EACH WEEK TO EACH TEAM TO DISCUSS AND PRESENT THE TEAM'S CONCLUSIONS TO THE CLASS. CERTAIN OF THESE MATERIALS ARE LIKELY TO BE COVERED ON THE EXAMS.**