

**MARKETING RESEARCH 4301 (14324/11889) – FALL 2016**

**Materials:** **McDaniel, Carl and Roger Gates (2015), Marketing Research, 10<sup>th</sup> Ed., New York: John Wiley and Sons**

**Marketing Handout (Highly Recommended). To obtain the Marketing Handout, call Grace at 915-504-3150**

**Wall Street Journal (Recommended)**

**Prerequisites:** **See College Catalog**

**Schedule:** **12:00 – 1:20 pm (14324); 1:30 – 2:20 PM (11889), TTh, BUSN 329**

**Instructor:** **Donald A. Michie, Ph.D.      Office Hours: 7:00 - 9:00; 10:30 – Noon; or by APPT (TTh)**  
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**Objective: This is a survey course on marketing research. The purpose of this business/marketing discipline is to provide decision makers with quality information necessary to support and make sound business decisions. In preparation for this course you have taken statistics and other business courses. You are expected to integrate your previous business and related training with the experiential learning gained during this class.**

**As residents of the Paso del Norte community, we live in an incredible market “ripe” for marketing research. The Hispanic community is expected to be the largest ethnic group by 2035 and its market is the fastest growing in the United States. Marketers trained to understand, identify and reach that market possess tremendous career potential. As a PDN resident, you have a basic appreciation of acculturation and assimilation processes that characterize our international community. You understand our multicultural diversity. This diversity positions us at the leading edge of American society, socially and economically. Hence, you possess the understanding, knowledge and experience that business is eager to acquire.**

**This class is to provide you with the research and business tools necessary to apply the marketing research process to assist business identify, understand and realize**

business opportunity. Most important, you will learn the importance of critical thinking and the value of quality information. You will learn to integrate your knowledge base in a marketing research/business context.

**Student Performance:** Performance determines your grade in this class. Your performance will be evaluated by examinations and application exercises. You will be assigned to a team to work on application exercises. Most generally, Thursdays will be team days for you to work on your assignments. Team assignments are due and exams are given on Tuesdays, except Exam 4 (Thursday).

Examinations consist of two parts: qualitative and quantitative. The qualitative portion shall consist of approximately twenty multiple-choice questions. The questions will cover the text (key terms and concepts), lecture materials and classroom discussion. The quantitative portion will test your understanding and application of the assigned exercises and assignments. Class handouts, critical to your educational experience, will be passed out.

There may be an extenuating circumstance that can cause a student to miss an examination. If the circumstance warrants an excused medical absence (Doctor's note required), 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 one exam (for whatever reason) will be dropped from the class. If you have job conflicts, resolve them (in advance) with your employer.

Late assignments are not accepted unless related to an excused medical absence.

<b>Grade:</b>	<b>Exams (4)</b>	<b>400</b>
	<b>Exercise Assignments</b>	
	<b>Class Participation*</b>	
	<b>Extra Credit**</b>	<u>          </u>
		<b>400</b>

**\*Class participation is monitored. Participation benefits ALL students, particularly those whose grades are at the margin ((B+, C+, D+). Participation 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 be 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 a report turned in by a 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. PLEASE TAKE CARE OF ALL PERSONAL MATTERS BEFORE CLASS.**
- 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. Texas Law stipulates that students who possess a conceal permit may carry firearms into this building and classroom. While lawful, this may cause concern for some people. Therefore, it is essential that state law be strictly followed and any firearm remain fully concealed. It is the conceal permit person's RESPONSIBILITY to fully understand the law and be in FULL compliance.**

State law stipulates that faculty can deny conceal carry students with firearms access to his/her faculty office, PROVIDED an ORAL notification denying access has been stated. This provision of the law shall be read to you and I will make it clear that any conceal carry person with a firearm in possession SHALL NOT ENTER my office.

j. There are other STUDENT RESPONSIBILITIES specified by AACSB. Be familiar with them.

### **COURSE SYLLABUS (M&G), Market Research, 10<sup>th</sup> Ed.)**

<b>WEEK OF</b>	<b>TOPIC</b>	<b>ASSIGNMENTS</b>
Aug 22	Marketing Research Basics	Text: Chpt 1 (4,6,13 Disc) Chpt 2 (7,10.12 Disc) Appendices (End of Chpts) Lecture Social Order Model Societal Values
Aug 28	Marketing Research Problem Definition, Research Process	Text: Chpt. 3 (3, 10) Case 3.1 Chpt 10 (2, 3) Lecture Quality of Info
Sept 5	Marketing Research Sources of Data	Text: Chpt 4 (6,7) Case 4.1
Sept 12	Marketing Research Qualitative	EXAM 1: Materials ( 8/22- 9/9/16) Text: Chpt 5 (1,4)
Sept 19	Marketing Research Survey/On-Line	Text: Chpt 6 (2, 4) Case 6.1 Chpt 7 (3, 11) Case 7.1
Sept 26	Marketing Research Primary Data – Observation	Text: Chpt. 8 (2, 4) Case 8.1 Chpt 10 (5, 6) Case 10.1
Oct 3	Marketing Research Primary Data – Experiments	EXAM 2: Materials (9/12- 9/30) Text: Chpt 9 (1, 3, 5) Case 9.1

<b>WEEK OF</b>	<b>TOPIC</b>	<b>ASSIGNMENTS</b>
Oct 10	Marketing Research Measurement Scales	Text: Chpt. 11 (3, 5, 8) Case 11.1
Oct 17	Marketing Research Questionnaire Design	Text: Chpt 12 (2, 6, 9) Case 12.1
Oct 23	Marketing Research Sampling Concepts	Text: Chpt 13 (4, 7, 11) Case 13.1
Oct 31	Marketing Research Sample Size	Text: Chpt. 14 (2, 6, 8) Case 14.1
Nov 7	Marketing Research Data Analysis	EXAM 3 (Materials 10/3 – 11/4) Text: Chpt 15 (2, 8, 11) Case 15.2 SPSS Exercises: 2 - 4
Nov 14	Marketing Research Analysis	Text: Chpt. 16 (5, 6, 8) Case 16.1 SPSS Exercises: 1 - 3
Nov 21	Marketing Research Data Analysis	Text: Chpt 17 (2, 6, 7) SPSS Exercises: 1 - 2
	THANKS GIVING BREAK (NO CLASS, 11/24)	
Nov 28	Marketing Research Data Multi-variate Analysis	Text: Chpt. 18 (2, 6, 8) SPSS Exercise: 1 -2
Dec 5	Marketing Research Business Reporting	Text: Chpt 19 EXAM 4: THURSDAY 12/8, (Materials 11/7 - 12/6)

**\*\*\* 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 WILL BE COVERED ON THE EXAMS.**