

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. (An exception to this missed exam policy may be granted for work-related absence, if supported by a letter from your supervisor, written on company letterhead. This policy will apply to student athletes who submit their official Athletic Department event schedule.) 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.

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

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

***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 (40-80 pts) may be assigned to the ENTIRE CLASS ONLY, not individuals. Extra credit points are added to the student's total points-earned AFTER all exams have been completed.**

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 Manual). Plagiarism and cheating are violations of university policy. 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 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, 10th Ed.)

WEEK OF	TOPIC	ASSIGNMENTS
Jan 16	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
Jan 23	Marketing Research Problem Definition, Research Process	Text: Chpt. 3 (2, 5) Case 3.1 Chpt. 10 (2, 3) Lecture Quality of Info
Jan 30	Marketing Research Sources of Data	Text: Chpt. 4 (3,6) Case 4.1
Feb 6	Marketing Research Qualitative	EXAM 1: Materials (1/17-2/2) Text: Chpt. 5 (1,2)
Feb 13	Marketing Research Survey/On-Line	Text: Chpt. 6 (2, 6) Case 6.1 Chpt. 7 (3, 11) Case 7.1
Feb 20	Marketing Research Primary Data – Observation	Text: Chpt. 8 (2, 4) Case 8.1 Chpt. 10 (3, 6) Case 10.1
Feb 27	Marketing Research Primary Data – Experiments	EXAM 2: Materials (2/7-2/23) Text: Chpt. 9 (1, 3, 5) Case 9.1

WEEK OF	TOPIC	ASSIGNMENTS
Mar 6	Marketing Research Measurement Scales	Text: Chpt. 10 Chpt. 11 (3.5,8) Case 11.1
Mar 13	SPRING BREAK	
Mar 20	Marketing Research Questionnaire Design	Text: Chpt. 12 (4, 6, 9) Case 12.1 Chpt. 19
Mar 27	Marketing Research Sampling Concepts	Text: Chpt. 13 (4, 7, 11) Case 13.1
Apr 3	Marketing Research Sample Size	Text: Chpt. 14 (3, 6, 8) Case 14.1
Apr 10	Marketing Research Data Analysis Basics	EXAM 3 (Materials 3/7 - 4/6) Text: Chpt. 15 (2, 8, 11) SPSS Exercises: 2 - 4
Apr 17	Marketing Research Analysis Statistical Difference	Text: Chpt. 16 (5, 6, 8) SPSS Exercises: 1 - 3
Apr 24	Marketing Research Data Analysis Regression	Text: Chpt. 17 (2, 6, 7) SPSS Exercises: 1 - 2
May 1	Marketing Research Data Multi-variate Analysis	Text: Chpt. 18 (2, 6, 8) SPSS Exercise: 1 -2 EXAM 4: Materials 4/11 - 5/4) THURSDAY

***** SPECIFIC QUESTIONS OR PROBLEMS WILL BE ASSIGNED EACH WEEK TO EACH TEAM TO DISCUSS AND PRESENT THE TEAM'S CONCLUSIONS TO THE CLASS. IF DEEMED NECESSARY, ASSIGNMENTS MUST BE COMPLETED INDIVIDUALLY AND TURNED IN EACH THURSDAY. CERTAIN OF THESE MATERIALS WILL BE COVERED ON THE EXAMS.**

