**MKT 4300 20694 001**  
Marketing Research  
Spring, 2022

**Time:** TR – 12:00 to 1:20 PM  
**Room:** COBA 326  
**Instructor:** Edward “Ed” Ramirez, Ph.D.  
**Office Hrs:** TR 3:50 to 4:50 PM - COBA: 214  
**Cellphone:** 404-732-4891  
**Office:** 915-747-7729  
**Email:** eramirez29@utep.edu (I don’t communicate through Blackboard)

**Required Text:**


or the e-book version  
ISBN-10: 0357702573 | ISBN-13: 9780357702574, which is available at the following link:

[https://www.cengage.com/shop/isbn/9780357702574](https://www.cengage.com/shop/isbn/9780357702574)

**Course Description:**

This course will examine the role of marketing research in organizations and discuss its purpose and role in marketing. Students will learn its relationship to optimizing the four Ps of marketing to ensure organizational success.

**Course Objectives:**

This course will introduce the student to marketing research and demonstrate what it does for businesses. In particular, the course will show the value of marketing research for business strategy and tactics. The course will also provide insight into the stages of the marketing research process, while empowering the student to apply the research process to marketing problems and therefore to make better business decisions. Finally, the course will show students how to conduct marketing research. Specifically, students will learn how to develop survey instruments using QuestionPro software, analyze data using MS Excel’s data analysis toolpak, and evaluate the output of their research.

**Requirements:**

1. Read the text and any additional assignments before class.  
2. Actively participate in class discussions.
Course Grading:

Students' comprehension of the course material will be assessed with four (4) exams and three assignments. The exams and are weighted equally, as are the assignments. Do not miss an exam or an assignment. If you cannot be here for any of the exams, do not enroll in the course. In addition, please recognize that I do not accept late assignments and that all assignments represent individual work.

If you are hospitalized and cannot take an exam, a make-up will be offered on May 6th during normal class hours. Also, if you are hospitalized, have someone contact me while you are in the hospital. I will not accept an after the fact excuse.

From time to time, I will be showing video cases and open the floor for class discussion. This is where you will get a chance to show what you know. Meaningful class participation is expected.

The final grade will be determined as follows:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams:</td>
<td>400 pts.</td>
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<tr>
<td>Assignments:</td>
<td>300 pts.</td>
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<tr>
<td><strong>Total Points</strong>:</td>
<td><strong>700 pts.</strong></td>
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</table>

A = 630 pts. – 700 pts.
B = 560 pts. – 629.99 pts.
C = 490 pts. – 559.99 pts.
D = 420 pts. – 489.99 pts.
F = <420

Beware that I do not negotiate nor round up grades.

Laptop Usage: Laptop usage is permitted for note taking only during class. You will need to have access to Microsoft Excel and need to activate the software’s “Data Analysis Toolpak” feature, which I will demonstrate in class.

Class Recordings: I allow students to record my class, but for their viewing only. You must delete the recordings at the end of the semester, unless I approve of you retaining them.

Attendance and Punctuality: Class attendance is required and expected. Exam material will be partially based on lectures; therefore, you are responsible for any material covered in class. Please, arrive early and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in the class.

Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the
submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

Statement on Disability:

If you feel that you may have a disability that requires accommodations, contact the Center for Accommodations and Support Services office at 915-747-5148; go to the Union Building East, Room 106, or email: cass@utep.edu

PLEASE, TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDAs, etc., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.

**TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DAY</th>
<th>DATE</th>
<th>SUBJECT</th>
<th>TOPIC</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday</td>
<td>Jan 18</td>
<td>Intro / Syllabus Overview</td>
<td>Course overview and introductions</td>
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<tr>
<td></td>
<td>Thursday</td>
<td>20</td>
<td>Chapter 1</td>
<td>The Role of Marketing Research</td>
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<tr>
<td>2</td>
<td>Tuesday</td>
<td>25</td>
<td>Chapter 1 and 3</td>
<td>Chapter 1 Con’t. and The Marketing Research Process</td>
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<td></td>
<td>Thursday</td>
<td>27</td>
<td>Chapter 3</td>
<td>Con’t.</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday</td>
<td>Feb 1</td>
<td>Chapter 4</td>
<td>The Human Side of Marketing Research: Organizational and Ethical Research</td>
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<tr>
<td></td>
<td>Thursday</td>
<td>3</td>
<td>Chapter 4 and Review</td>
<td>Con’t.</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday</td>
<td>8</td>
<td>Exam 1</td>
<td>Chapters 1, 3, and 4</td>
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<tr>
<td></td>
<td>Thursday</td>
<td>10</td>
<td>Chapter 7</td>
<td>Survey Research</td>
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<td>5</td>
<td>Tuesday</td>
<td>15</td>
<td>Chapter 7</td>
<td>Con’t.</td>
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<td></td>
<td>Thursday</td>
<td>17</td>
<td>Chapter 8</td>
<td>Observation</td>
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<td>6</td>
<td>Tuesday</td>
<td>22</td>
<td>Chapter 8</td>
<td>Con’t.</td>
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<td></td>
<td>Thursday</td>
<td>24</td>
<td>Chapter 9</td>
<td>Conducting Experiments</td>
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<tr>
<td>7</td>
<td>Tuesday</td>
<td>Mar 1</td>
<td>Chapter 9 and Review</td>
<td>Con’t.</td>
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<td></td>
<td>Thursday</td>
<td>3</td>
<td>Exam 2</td>
<td>Chapters 7, 8, and 9</td>
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<tr>
<td>8</td>
<td>Tuesday</td>
<td>8</td>
<td>Chapter 10</td>
<td>Measurement and Attitude Scaling</td>
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<td></td>
<td>Thursday</td>
<td>10</td>
<td>Chapter 10</td>
<td>Con’t.</td>
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<tr>
<td>9</td>
<td>Tuesday</td>
<td>22</td>
<td>Chapter 11</td>
<td>Questionnaire Design</td>
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<td></td>
<td>Thursday</td>
<td>24</td>
<td>Chapter 11</td>
<td>Con’t. and QuestionPro workshop</td>
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<tr>
<td>10</td>
<td>Tuesday</td>
<td>29</td>
<td>Chapter 12</td>
<td>Sampling Designs and Sampling Procedures</td>
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<tr>
<td>Date</td>
<td>Day</td>
<td>Chapter</td>
<td>Notes</td>
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<tr>
<td>Thursday</td>
<td>31</td>
<td>Chapter 12 and</td>
<td>Chapter 12 and Review Con’t.</td>
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<td>11</td>
<td>Tuesday</td>
<td>Apr 5</td>
<td>Exam 3 Con’t.</td>
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<td>12</td>
<td>Tuesday</td>
<td>12</td>
<td>Chapter 14 Basic Data Analysis Con’t.</td>
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<td>13</td>
<td>Tuesday</td>
<td>19</td>
<td>Chapter 15 Testing for Differences Between Groups for Predictive Relationships Con’t.</td>
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<tr>
<td>14</td>
<td>Tuesday</td>
<td>26</td>
<td>Chapter 15 ANOVA, Correlation, and Regression workshop Con’t.</td>
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<tr>
<td>15</td>
<td>Tuesday</td>
<td>May 3</td>
<td>Chapter 16 Communicating Research Results Con’t.</td>
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<tr>
<td>15</td>
<td>Thursday</td>
<td>5</td>
<td>Exam 4 Chapters 14, 15, and 16</td>
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<tr>
<td>15</td>
<td>Friday</td>
<td>6</td>
<td>Make-up exams</td>
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*This is a tentative course schedule and is subject to change.*