



**MKT 4301 002 23595  
Marketing Research  
Spring, 2024**

**Time:** Tuesday and Thursday – 12 to 1:20 PM  
**Room:** COBA 323  
**Instructor:** Edward “Ed” Ramirez, Ph.D.  
**Office Hrs:** Tuesday and Thursday – 3 to 4 PM: COBA 214  
**Cellphone:** 404-732-4891  
**Office:** 915-747-7729  
**Email:** eramirez29@utep.edu (I don’t communicate through Blackboard)

**Required Text:**

**Essentials of Marketing Research, 7th ed. 2019, by B. J. Babin, ISBN 978-1-337-69397-4 or 978-0-357-03393-7**

**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>**

**Course Description:**

This course will examine the role of marketing research in organizations. More specifically, students will learn how marketing research assists organizations to optimize 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 in the development of 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. Furthermore, 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. Finally, the course offers several noteworthy **UTEP Edge** advantages, as students will be required to think critically, engage in problem solving, develop global awareness, and cultivate communication skills.



**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 exam will be offered on May 3<sup>rd</sup> 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:

<b>Exams:</b>	<b>400 pts.</b>	<b>A = 630 pts. – 700 pts.</b>
<b>Assignments:</b>	<b>300 pts.</b>	<b>B = 560 pts. – 629.99 pts.</b>
		<b>C = 490 pts. – 559.99 pts.</b>
		<b>D = 420 pts. – 489.99 pts.</b>
<b>Total Points:</b>	<b>700 pts.</b>	<b>F = &lt;420</b>

**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](mailto:cass@utep.edu)

**PLEASE, TURN OFF YOUR CELL PHONES DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.**

**TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION**

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Tuesday	Jan 16	Intro / Syllabus Overview	Course overview and introductions
	Thursday	18	Chapter 1	The Role of Marketing Research
2	Tuesday	23	Chapter 1 and 3	Chapter 1 Con't. and The Marketing Research Process
	Thursday	25	Chapter 3	Con't.
3	Tuesday	30	Chapter 4 and Review	The Human Side of Marketing Research: Organizational and Ethical Research
	Thursday	Feb 1	Exam 1	Chapters 1, 3, and 4
4	Tuesday	6	Chapter 7	Survey Research
	Thursday	8	Chapter 7	Con't.
5	Tuesday	13	Chapter 9	Conducting Experiments
	Thursday	15	Chapter 9	Con't.
6	Tuesday	20	Chapter 9 and Review	
	Thursday	22	Exam 2	Chapters 7 and 9
7	Tuesday	27	Chapter 10	Measurement and Attitude Scaling
	Thursday	29	Chapter 10	Con't.
8	Tuesday	Mar 5	Chapter 11	Questionnaire Design
	Thursday	7	Chapter 11	Con't.
9	Tuesday	19	Chapter 11	QuestionPro workshop





	Thursday	21	Chapter 12	Sampling Designs and Sampling Procedures
10	Tuesday	26	Chapter 12 and Review	Con't. and <i>Homework 1 due before class by email.</i>
	Thursday	28		
11	Tuesday	Apr 2	Exam 3	Chapters 10, 11, and 12
	Thursday	4	Chapter 14	Basic Data Analysis
12	Tuesday	9	Chapter 14	Basic Data Analysis Con't.
	Thursday	11	Chapter 14	Bivariate association workshop
13	Tuesday	16		Lab time
	Thursday	18	Chapter 15	Testing for Differences Between Groups for Predictive Relationships <i>Assignment 2 due before class by email</i>
14	Tuesday	23	Chapter 15	Testing for Differences Between Groups for Predictive Relationships Con't.
	Thursday	25	Chapter 15	ANOVA and Regression workshop
15	Tuesday	30		Lab time
	Thursday	May 2	Exam 4	Chapters 14 and 15 <i>Assignment 3 due before class by email</i>
	Friday	May 3		Make-up exams

\*This is a tentative course schedule and is subject to change.