



MKT 4301-001 CRN 12177
Marketing Research
Fall, 2014

Required Text: McDaniel, Carl and Roger Gates, Marketing Research, 9th Ed., New York: John Wiley and Sons.

Class Schedule: TR – 1:30 PM – 2:50 PM
Classroom: BUSN 329

Instructor: Dr. Fernando Jiménez
Office: BUSN 212
Office Hours: TR 3:00 PM to 5.00 PM or by appointment
Phone: 915-747-7724
Email: frjimenezarevalo@utep.edu

Prerequisites: MKT 3302 and QMB 2301.

Course Objective:

The purpose of the course is to prepare students to conduct a marketing research project for a client and provide quality information necessary to support and make sound marketing and business decisions. The marketing research process includes collection of information from internal and external sources; analysis, interpretation, and presentation of research findings.

Why do you have to take this class?

In general, marketing research generates relevant information that helps organizations (among other things) identify market opportunities, solve marketing problems, describe markets, diagnose problems, and predict consumer behavior. Even if you do not end up working for a marketing research firm or in a marketing research department, knowing how to conduct a marketing research project will help you assess the quality, validity, and reliability of information provided to you. This ability to evaluate the quality of information will help you make better marketing and business decisions.

Commitments:

This class demands experiential learning. Accordingly, you will be assigned hands-on projects and will conduct a marketing research project for a client. Because hands-on activities will be a priority in class, you must commit to 1) attend class regularly, and 2) prepare ahead of time to execute those activities. That means you will have to read the textbook **prior** to class and complete assignments on a regular basis. Unprepared students will not be able to complete class activities efficiently and may become a distraction to prepared students. Consequently, unprepared students will be asked to go prepare somewhere else. Unprepared students will not be allowed to make up for the assignments turned in that day.





Course Grading:

Your grade will be determined by your performance on three exams, individual assignments, in-class activities, and a comprehensive team project. The final grade will be determined as follows:

Exams:	3@100 each	300
Individual assignments:		150
Quiz on Principles of Marketing	Aug 26	10 pts
Student bio/picture/resume	Aug 28	10 pts
Qualtrics account screen shot	Sep 11	10 pts
and watch tutorials		
Practice surveys – Qualtrics	Sep 16	10 pts
Wordle assignment	Sep 18	20 pts
10 question survey – Word	Sept 23	10 pts
10 question survey – Qualtrics	Sept 25	10 pts
One-page essay on observation	Oct 2	20 pts
Watch YouTube video, write	Oct 7	20 pts
a one-page essay - experiments		
IRB Citi Program Certificate	Oct 23	30 pts
<p>Details on the assignments will be provided in class. Late assignments will be graded and then penalized by 20% / per day overdue.</p>		
In-class activities:		150
15 @ 10 pts each.		
Research Project:		400
List of questions for the client	Sep 2	10 pts
Team Introduction to the client	Sep 4	10 pts
Group presentation 1	Sep 9	20 pts
Group report 1	Sep 9	30 pts
Submit Questionnaire	Oct 16	10 pts
Group Presentation 2 - Practice	Oct 28	40 pts
Report 2 – Draft	Oct 28	40 pts
Group Presentation 2 – Client	Oct 30	20 pts
Group report 2 Due	Oct 30	20 pts
Submit Raw Data / Clean data	Nov 13	20 pts
Final Presentation – Practice	Nov 20	50 pts
Final Report – Draft	Nov 20	50 pts
Final Presentation – Client	Nov 25	30 pts
Final Report Due	Nov 25	50 pts

Total Points: 1,000 points.





The following scale will be used to assign final grades:

A = 900 – 1000 pts
B = 800 – 899 pts
C = 700 – 799 pts
D = 600 – 699 pts
F = 0 – 599 pts

Technology Usage: Technology usage is encouraged to help you accomplish learning goals and boost your productivity. However, similar to any job environment, technology misuse is prohibited and will be sanctioned. Misusing technology in the classroom involves using technology for non-learning-related purposes (e.g., Facebooking, twittering, texting, googling, etc.). There is empirical evidence that by misusing technology you hinder, rather than boost, your productivity. If you choose to disregard this policy, I will ask you to leave the room and you will not be allowed to turn in, nor make-up, assignments for that day.

Attendance:

Class attendance is required and expected. This class is based on experiential-learning. If you do not attend, your learning will be negatively affected. Consequently, you will struggle to get a good grade in this class.

Team work:

Fully participating with your team is a matter of academic integrity. At the end of the semester I will ask each member of the team to complete a peer evaluation. If it is evident that one or more members contributed significantly less to the project than the rest of the members, their grades will be adjusted accordingly.

At any time during the semester I may ask any student to report her/his contribution to the group project. Any issues dealing with members that are not meeting minimum work expectations should be communicated to the instructor by email using professional language and providing details regarding the member's behavior.

Expectations of Student Behavior

Follow standard American business etiquette, which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. As you work with the client, please keep in mind that your reputation and the reputation of The University of Texas at El Paso are on the line. Some American Business Etiquette rules are listed on the next page.



American Business Etiquette

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- If you arrive late, you will not be allowed into the classroom. This rule applies for regular class sessions and exams.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss the material. Your boss, your colleagues, and your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting and helps you remember assignments, deadlines, etc. Also, taking notes shows interest to what the speakers (boss, clients) are saying.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any distracting behaviors (tap your feet, etc.).
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying, when it was your job to stay, signals your responsibility, priorities, and commitment to your job.
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.



- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door. If you leave the meeting room, you may not be allowed back in.
- During exams, you will not be allowed to go out for the restroom or to answer a phone call. If you exit the classroom, you will have to turn in your exam. You will not be allowed to make-up the exam. If you have medical issues, documentation must be provided prior to the exam and arrangements will be made.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!

E-mail Etiquette

- Address a person (client) formally unless indicated otherwise. Use Mr. Ms. Mrs., Dr., Professor or other appropriate titles and the last name.
- Always start your message with a greeting.
- Identify yourself and explicitly indicate the purpose of your email.
- Close with a formal sentence.
- Include a professional signature, including your name, position, and contact info.

Academic Dishonesty (<http://sa.utep.edu/osccr/academic-integrity/>):

Academic dishonesty is not condoned nor tolerated at UTEP. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing Cooperation with Another Person in an Academically Dishonest Undertaking** - Failure by a student to prevent misuse of his/her work by others.



Statement on Disability:

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

What is the best way to reach me? Email: frjimenezarevalo@utep.edu

The best way to talk to me in person is by setting an appointment during office hours. I like to interact with students in an academic and professional way. I highly value students' comments, ideas, feedback, intellectual conversations, and chats about class performance. You can schedule an appointment during my office hours to discuss any of these topics. I also accept walk-ins during office hours without previous appointment, but be aware that if a student with an appointment comes at the same time, the student with an appointment will always have a preference. Play safe. If you need to talk with me, schedule an appointment. You can request an appointment by email.

Class Drop:

The last day to drop the class with a "W" is October 31, 2014. You MUST see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and you stop coming to class, you will get an "F". Talk to your academic advisor for details.

Check UTEP's academic calendar for other important dates:

<http://academics.utep.edu/Default.aspx?tabid=74281>

CLASS SCHEDULE

A tentative class schedule appears on the next page.

Date	Class Activity	Reading	Individual Assignment	Project Activity	Team Assignment Due
26-Aug	Introduction / Marketing Review / Syllabus	Rebuilding Together (Reading on BB)	Quiz on Principles of Marketing	Project overview / Group formation / UTEP Presentation on Service-learning.	List of group members
28-Aug	Marketing Research Basics and Ethics	Chapters 1 and 2	Student Bio / picture / resume	Research Rebuilding Together	
2-Sep	Problem Definition, Marketing Research Process	Chapter 3		Create a list of questions for the client	List of questions for the client (include cover page and contact info)
4-Sep	Problem Formulation	Chapters 1 - 3		Meet the client / Business attire	Prepare a 2 minute group introduction for the client (introduce everyone in the team. Highlight your background, experience, skills, and value proposition)
9-Sep	Group Presentations 1			Group Presentations for the instructor / Business attire. The team will present a background of the client, research objectives, and an initial evaluation of missing information.	Group Report 1. Title, Background, Research Objectives, and missing information (Paper and electronic). No more than 5 pages, doubled-spaced. Title does not count as a page.
11-Sep	Exploratory Research / Intro to Qualtrics	Chapter 3	Open a Qualtrics account and watch the tutorials. Need to submit a printout of a screen shot showing you logged in to your account.	Conduct Exploratory Research as needed	
16-Sep	Secondary Data, Databases, and Big Data	Chapter 4 and readings posted on Blackboard (Datamining 1 and datamining 2).	Create practice surveys in Qualtrics. You need to submit a printout of a screen shot showing at least 2 surveys that were recently created in your account. Do not launch any surveys without authorization.	Same	

18-Sep	Qualitative Research	Chapter 5	Copy and paste text from a public facebook fan page or blog. You can choose a page or blog for a brand, movie, singer, team, or any other public page. Once you have about 3 pages of text, analyze the text using wordle.net. Based on the word map, identify important topics. What are the main topics, opinions, people are talking about? Submit the word map and a paragraph explaining the topics/comments people are talking about.	Same	
23-Sep	Traditional Survey Research	Chapter 6	Create a 10-question survey in word. Submit a printout of the survey. Include your name, the objective of the survey, type of survey delivery (mall, door-to-door, telephone), budget, and a justification for your choice of questions. That is: why those questions and why those formats (open-ended, dichotomous, multiple choice, etc.).	Same	
25-Sep	Online Marketing Research	Chapter 7	Submit a printout of a 10 question survey that you created on Qualtrics. Attach a document including your name, the objective of the survey, a description of the respondents, and your plan to deliver the survey to them. LAUNCH THE SURVEY.	Same	
30-Sep	Exam 1	Chapters 1 -7 Study Guide posted on BB		Same	
2-Oct	Primary Data Collection: Observation	Chapter 8	Submit a one-page essay (single-spaced) about a consumer behavior you have observed, but still don't understand. Detail what you have observed.	Same	
7-Oct	Primary Data Collection: Experiments	Chapter 9	On You Tube, search for the video: We're all predictably irrational by Dan Ariely. Watch it and submit a one-page essay about your favorite experiment described in the video.	Determine the types of primary data needed and the method of administration	

9-Oct	The Concept of Measurement	Chapter 10	Begin the IRB Citi Program Training (access @ UTEP website - Institutional Review Board).	Prepare for data collection (choose questions)	
14-Oct	Measurement Scales	Chapter 11	Continue IRB Citi Program Training	Prepare questionnaire	
16-Oct	Design Questionnaire	Chapter 12	Continue IRB Citi Program Training		Submit a preliminary questionnaire (print out from Qualtrics).
21-Oct	Sampling / Sample Size	Chapter 13	Continue IRB Citi Program Training	Design sampling plan / budget / schedule	
23-Oct	Exam 2	Chapters 8-14 Study guide posted on BB	IRB Citi Program Training Certificate (Print out Due)	Put proposal together	
28-Oct	Group Presentations 2		Presentations to class for feedback.	Group Presentations / Business attire The team will present a marketing research proposal. Including: title, background, problem, objectives, study design, and an initial set of topics/questions and their justification. Also discuss the data collection method (survey, observation, etc.). Include a schedule for the data collection and a budget if incentives, personnel, or focus groups will be needed. (see page 73 and 85 for ideas).	(Paper and electronic). No more than 10 pages, doubled spaced. Title does not count as a page. The document includes title, background, problem definition, research objectives, study design, data collection method, preliminary questionnaire/topics, budget and a chart showing the timeframe for the data collection.
30-Oct	Group Presentations 2	Modifications done / if needed	Presentation to the client	Group Presentations / Business attire The team will present a marketing research proposal. Including: title, background, problem, objectives, study design, and an initial set of topics/questions and their justification. Also discuss the data collection method (survey, observation, etc.). Include a schedule for the data collection and a budget if incentives, personnel, or focus groups will be needed. (see page 73 and 85 for ideas).	(Paper and electronic). No more than 10 pages, doubled spaced. Title does not count as a page. The document includes title, background, problem definition, research objectives, study design, data collection method, preliminary questionnaire/topics, budget and a chart showing the timeframe for the data collection.
4-Nov	Data preparation / SPSS Intro / Descriptive Statistics	Chapter 15	Close the survey launched on September 25. Submit screen shot with number of responses. Class meets @ Computer Lab	Data Collection	
6-Nov	Statistical testing / Difference tests	Chapter 16	Class meets @ Computer Lab	Data Collection	
11-Nov	Statistical testing / Correlation, Regression, Multiple Regression	Chapter 17	Class meets @ Computer Lab	Data Collection should be done. Start analyzing your data based on class lectures. Create tables and appendix.	

13-Nov	Statistical Analysis Practicum	Chapters 15 -17	Class meets @ Computer Lab	Analyze the data or bring questions about your analysis. Check how your results match your research objectives. Stick to what you need to know, do not waste time on what is nice to know.	Submit electronic version of your raw data set. Also, submit file with clean data for analysis.
18-Nov	Presentation of Results	Chapter 19	Create Tables and Graphs to summarize the main findings of your individual Qualtrics Survey. Class meets @ Computer Lab	Writing Final document (No more than 10 pages of text, not including title, executive summary, and appendix). Title, executive summary/background/problem/objectives/design/descriptive stats/results/conclusions and recommendations (include cost/benefit of recommendations).	
20-Nov	Final Presentation - Practice		Presentations to class for feedback.	Dry run of the final presentation. Business etiquette required. It does not mean that you will be preparing the presentation this day. You should take this rehearsal as the real presentation. You will be evaluated as the real presentation. The weight on this presentation is higher than the final presentation to the client. Preparation is likely to result in better performance.	Submit a paper copy and an electronic copy of a draft of the final document (No more than 10 pages of text, not including title executive summary and appendix). Title, Executive Summary/Background/problem/objectives/design/descriptive stats/results/conclusions and recommendations (include cost/benefit of recommendations).
25-Nov	Final Presentation		Final Presentation to the client / Awards Ceremony	Present your report using appropriate media (about 10 minutes per group). The presentation should include a brief overview of the problem, objectives, design, results, conclusions and recommendations. The focus should be on the results, conclusions and recommendations. Your conclusions and recommendations MUST BE SUPPORTED by the research you conducted. Research problem, objectives, results and recommendations MUST match.	Submit the final report (in paper for the client). Submit an electronic copy of the presentation (PPT) AND one of the report to me (Word).
27-Nov	Thanksgiving ~ No class ~	No Class	No Class		
2-Dec	Final Review	Chapters 15-17	In regular classroom		
4-Dec	Exam 3	Chapters 15-17	Exam @ Computer Lab		

11-Dec	Grade Review		Check your grade on BB. If you have any questions / clarifications, you can come and meet me in my office from 1pm to 3pm.		
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