



MKT 4301-002 CRN 25736
Marketing Research
Spring, 2015

Required Text: Brown, Tom J., Suter, Tracy A., and Churchill, Gilbert A. Basic Marketing Research, 8th Ed., Cengage.
ISBN-10: 1133188540 ISBN-13: 9781133188544

Cengage is offering an introductory price to UTEP students.
Buy the book “new” at the bookstore. It is the best value.

<http://www.bkstr.com/texaselpasostore/shop/textbooks-and-course-materials>

Required Newspaper: Wall Street Journal. UTEP offer (15 weeks for \$15.00).
<https://buy.wsj.com/offers/html/JIEofferWPP151.html?trackCode=aaqjtn5>

Class Schedule: TR – 1:30 PM – 2:50 PM
Classroom: BUSN 321

Instructor: Dr. Fernando Jiménez
Office: BUSN 212
Office Hours: TR 9am – 11am and 3pm – 5pm
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 projects. 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 elsewhere. 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 and multiple assignments and projects. The final grade will be determined as follows:

Exams:	3@100; final@200	500
Individual assignments:		200
Team projects:		300
	Total Points:	1,000 points.

Details on the assignments and projects will be provided in class. Late work will be graded and then penalized by 20% per day overdue.

Final Grades

Final grades for the course will be determined as follows:

Percentage of points	Letter Grade
90% or higher	A
80% to 89%	B
70% to 79%	C
60% to 69%	D
less than 60%	F

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. Would you hire someone who does not show up to work or someone who shows up late regularly? Late arrivals will be penalized.

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 group projects. 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 below.

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.



American Business Etiquette (continued)

- 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

- Write a subject line. The subject should be short and informative.
- 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 (e.g., Good morning).
- Introduce yourself and explicitly indicate the purpose of your email.
- Close with a formal sentence.
- Use 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.



Contact

The best way to reach me is by 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 April 6, 2015. 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=74280>

CLASS SCHEDULE

A tentative class schedule appears on the next page.



MKT 4301 TR Spring 2015 Dr. Jiménez ~ Tentative Schedule

Week	Date	Subject	Readings
1	20-Jan	Introduction to Marketing Research	Syllabus / Group Formation
	22-Jan	The Role of Marketing Research	Chapter 1
2	27-Jan	The Research Process and Ethical Concerns	Chapter 2
	29-Jan	Problem Formulation	Chapter 3
3	3-Feb	Exploratory Research	Chapter 4
	5-Feb	Exam 1	
4	10-Feb	Oral Presentations	Chapter 19
	12-Feb	Written Presentations	Chapter 20
5	17-Feb	Decision Support Systems	Chapter 5
	19-Feb	Big Data	Chapter 6
6	24-Feb	Secondary Data	Chapter 7
	26-Feb	Secondary Data	Chapter 7
7	3-Mar	Presentation / Report 1	Secondary data
	5-Mar	Exam 2	Chapter 5 - 8
8	10-Mar	Spring Break	No class
	12-Mar	Spring Break	No class
9	17-Mar	Causal Research	Chapter 8
	19-Mar	Collecting Descriptive Primary Data	Chapter 9
10	24-Mar	Observation	Chapter 10
	26-Mar	Communication	Chapter 11
11	31-Mar	Asking Good Questions	Chapter 12
	2-Apr	Qualitative	Chapter 12
12	7-Apr	Presentation / Report 2	Qualitative
	9-Apr	Designing the Data Collection Form: Qualtrics	Chapter 13
13	14-Apr	Developing the Sampling Plan	Chapter 14
	16-Apr	Enhancing Response Rates while Limiting Error	Chapter 15
14	21-Apr	Exam 3	Chapters 8 - 15
	23-Apr	Data Preparation for Analysis	Chapter 16
15	28-Apr	Individual variables	Chapter 17
	30-Apr	Multiple Variables	Chapter 18
16	5-May	Multiple Variables	Chapter 18
	7-May	Presentation / Report 3	Survey
17	12-May		
	14-May	Exam 4 1pm - 3pm	Chapters 16 - 18