



MKT 4301 CRN 13368
Marketing Research, Fall 2019

Required Text: *Essentials of Marketing Research, 6th Edition.* Barry Babin & William Zikmund. ISBN-10 9781305263475

Class Schedule: T & TH – 12:00 PM – 01:20 PM
Classroom: BUSN 329

Instructor: Gabriel Moreno
Office: BUSN 314
Office Hours: T 2:00 PM to 5:00 PM or request an appointment
Email: gmoreno3@utep.edu

Course Description:

This course examines the role of marketing research and its contribution to the overall purpose of marketing. Marketing research will be contextualized in such a way as to demonstrate its applicability to generate actionable intelligence that firms can utilize to make marketing decisions relating to the 4P's (price, product, place, and promotion).

Why do you have to take this class?

Marketing research refers to the application of the scientific method to uncover the truth about marketing phenomena. Marketing research enables firms to be aware of the marketplace and keeps them in touch with the needs of their customers. The knowledge and insights generated from marketing research can help firms improve their offering to their customers and drive firm performance.

Requirements:

1. Read the text and any additional assignments before class.
2. Actively participate in class discussions.
3. Proactively engage in out of classroom learning.



Course learning objectives

Objective	Outcome	Assessment Tool
1. Know what marketing research is and what it does for business.	To understand the value of marketing research for business strategy	Exams & participation
2. Understand the major stages of the marketing research process and the steps within each.	To apply and analyze the marketing research process in order to address marketing phenomena	Individual assignment
3. Apply marketing research in making better decisions.	To analyze and evaluate the use of marketing research as a tool to enhance decision-making	Group Project

Course Grading:

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

Activity	Points
Exam 1	100
Exam 2	100
Exam 3	100
Exam 4	100
Quizzes (4)	100
Individual Assignment	200
Team Project	200
Participation	50
Attendance	50
Total	1000

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**





Quizzes: You will be responsible for completing four quizzes. The bulk of the content will come from the chapters included in the corresponding exam, but some questions will come from previous chapters in order to maintain a cohesive comprehension of the material. For example, Quiz #3 will incorporate primarily the chapters included in Exam #3 with the addition of some questions from all the previous chapters. The quizzes are open-book, open-slides, and open-notes. However, collaboration among students is prohibited and an individual effort is expected.

Individual Assignments: You will be responsible to complete one individual assignment that will require you to have a deep understanding of the material covered during the lecture. Further details will be provided with specific instructions.

Group Project: Students will be divided into groups and required to submit a written document (140 points). Additionally, students will create an animated video summarizing their project (60 points). The final grade will be calculated based on the performance from both sections of the assignment. **THE ANIMATION PART OF THE ASSIGNMENT WILL NOT BE GRADED IF THE WRITTEN PORTION WAS NO SUBMITTED.**

Participation and Attendance: Both of these final grade components will be evaluated using the iClicker tool during class **at random and not every class session.**

Required Tools

iClicker

We will be using a cloud-based student response system by iClicker. This will help us understand what you know, give everyone a chance to participate in class, and allow you to review the material after class.

Creating Your iClicker REEF Student Account:

1. You will need to create an iClicker Reef Student account to participate in class using your laptop, smartphone, or tablet connected to the university's Wi-Fi (UTEPSecure) or your mobile data plan.
2. Log in or create a new REEF account if you don't already have one. You should use your university email address (username@miners.utep.edu) when creating your account. If you need to change your email address or password, edit your iClicker account profile.
3. Students who do not have an existing iClicker account need to go to iclicker.com/students or download the iClicker Reef Student app from the App Store or Google Play to sign up for an iClicker account. iPad users need to change the search to the iPhone App. You should use your university email



address (@miners.utep.edu) when creating your account. If you need to change your email address, or password, edit your account profile.

4. Do not create and use more than one Reef account as you will only receive credit from a single account. After you create your account, you must add this Course to your account. Search with the following information to find this course and add it to your REEF Polling account: Institution: UTEP or The University of Texas at El Paso Course: **MKT 4301 [Fall 2019]**

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.

Attendance and Punctuality: Class attendance is required and expected. Exam material will be partially based on lectures; therefore, you are responsible for any content 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.

Expectations of Student Behavior

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, retries, do-overs, or extra credit work. Be sure to put all your effort into doing things right the first time around. I am quite aware of the fact that this is a learning process, and I will do my best to help you along the way. Independent thinking and strong work ethic are valued assets of successful businesspeople. Developing and/or enhancing these skills will have a significant payoff throughout your careers.

Class Policies:

- Be punctual. That means arrive before our meeting starts.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss the material.
- Bring paper and pencil. Taking notes is a must during meetings.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Silence your cell phone. Don't take calls during the meeting. Don't read or reply text messages either.
- When you want to ask a question, raise your hand and wait for your turn.





- Stay until the completion of the meeting, unless it is absolutely necessary or you have prior permission to leave earlier.
- During exams, you will not be allowed to go out to the restroom or to answer a phone call, please plan ahead. If you have medical issues, documentation must be provided prior to the exam, and arrangements will be made.
- Be polite and polished.
- 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!

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

Academic dishonesty is not condoned nor tolerated at UTEP.

“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.”

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

Class Drop:

The last day to drop the class with a “W” is November 1, 2019. 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:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>



CLASS SCHEDULE

A tentative class schedule appears on the next page.

The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148
For disability accommodations

Student Engagement and Leadership Center: <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670
Includes study space with workstations; family-friendly rooms

Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news, and organizations



TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

SESSION	DATE	SUBJECT	DESCRIPTION
1	08/27	Course Overview & Ch. 1	The Role of Marketing Research
2	08/29	Ch. 2	Harnessing Big Data into Better Decisions
3	09/03	Ch. 3	Marketing Research Process
4	09/05	Quiz #1	Ch. 1-4
5	09/10	Ch. 4	Ethics
6	09/12	Exam 1	Includes Ch. 1-4
7	09/17	Ch.5	Qualitative Research Tools
8	09/19		continued
9	09/24	Ch. 6	Secondary Data Research
10	09/26		continued
11	10/01	Ch.7	Survey Research
12	10/03	Ch. 8 & Quiz #2	Observation
13	10/08	Ch. 9	Conducting Experiments
14	10/10	Exam 2	Includes Ch. 5-9
15	10/15	Ch. 10	Measurement and Attitude Scaling
16	10/17	Ch.11	Questionnaire Design
17	10/22		continued
18	10/24	Ch. 12	Sampling Designs and Sampling Procedures
19	10/29	Quiz #3	continued
20	10/31	Ch. 13	Big Data Basics: Describing Samples and Populations
21	11/05		continued



22	11/07	Exam 3	Includes Ch. 10 - 13
23	11/12	Ch. 14	Basic Data Analysis
24	11/14		continued
25	11/19	Ch. 15	Testing for Differences between groups
26	11/21		continued
27	11/26	Quiz #4	continued
28	11/28	No Class	Thanksgiving Holiday *No class*
29	12/03	Ch. 16	Communicating Research Results
30	12/05	Exam 4	Ch. 14-16