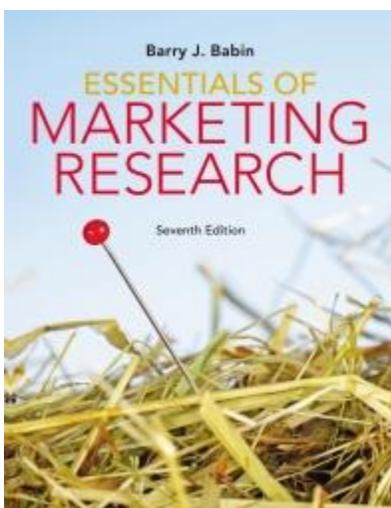




MKT 4301 CRN 19682
Marketing Research, Fall 2020

Instructor: Gabriel Moreno
Online Lectures: M, 10:00 am-11:30 am MST (optional attendance)
Office Hours: By appointment (Online—Collaborate Ultra)
Email: Use email capability in Blackboard
Required Text: *Essentials of Marketing Research, 7th Edition*. Barry Babin.
ISBN-10 0357033930



Front Cover of Textbook required for this course

Course Description:

This online 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 is this class important?

Marketing research refers to the application of the scientific method to uncover the truth about marketing phenomena (and business for that matter). Marketing research enables firms to be aware of the market and keeps them in touch with the needs and wants of their customers. The knowledge and insights generated from marketing research can help firms improve their offerings to their customers and drive firm performance.

Online Lectures:

Every Monday there will be a lecture session. Students are encouraged to join the session, however, attendance is not mandatory.



Requirements:

1. Diligently read the textbook chapters and any additional material.
2. Actively participate in Blackboard’s Discussion Forum.
3. Proactively engage in your own learning—your single most important competitive advantage in the professional business world will be your ability to learn (sometimes it will be your ability to learn faster than others!). Therefore, **take charge of your own 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
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	Discussion Forum & Case studies
3. Apply marketing research in making better decisions.	To analyze and evaluate the use of marketing research as a tool to enhance decision-making	Team Project

Course Grading:

Your grade will be determined by your performance on four exams, syllabus quiz, case studies, discussion boards, and team project. The final grade will be computed as follows:

Activity	Points
Exam 1	100
Exam 2	100
Exam 3	100
Exam 4	100
Syllabus Quiz	40
Case Studies (4)	160
Discussion boards (4)	200
Team Project	200
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

*****FINAL GRADES ARE NOT NEGOTIABLE*****

Exams:

You will be required to complete four exams. Each exam will include the chapters described in the schedule. The exams will be conducted online using Blackboard's Lock Down Browser feature. The use of notes is allowed, however, there will be a time limit of 80 minutes to complete the exam. Therefore, it is recommended that the student be well-prepared to take the exam to ensure that it is completed in the allotted time.

Syllabus Quiz:

You will be responsible for completing one quiz to assess your understanding of the content presented in the syllabus.

Discussion Board:

Students are required to complete three postings in the forum. The first posting should express their opinion regarding the topic of discussion. The second and third posts should be a response another student's comment. **All three posts are required to be considered eligible for grading. If you fail to complete three posts your work will not be graded.**

Team Project:

You will be randomly assigned to a group of three or four students (in Blackboard) and the team will be responsible to collaborate and complete the project. Detailed instructions, expectations, and grading rubric will be provided in the corresponding document in Blackboard.



Technology Requirements:

Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. Webcam and a microphone are recommended for live sessions delivered through Blackboard Collaborate. You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

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, re-tries, 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.

Netiquette (Etiquette for online class environment):

- Always consider audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must be provided to classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When responding to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a Face-to-Face situation.



- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on these online spaces is intended for classmates and professor only. Please do not copy documents and paste them to publically accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).

Class Policies:

- Prepare conscientiously before each exam and/or assignment.
- Take notes while reading the book chapters.
- Participate in on-line discussions.

Academic Integrity (<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.”

Accommodations Policy:

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 October 30, 2020. 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 (Subject to Change)

The due date for all assignments and/or exams is ALWAYS the corresponding Sunday at 11:59 PM (MST). No late work will be accepted.

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

WEEK	DATE	Assignments/Exams	DESCRIPTION
1	08/24-08/30	Read Ch. 1 Discussion Board #1	The Role of Marketing Research
2	08/31-09/06	Read Ch. 2 Case Study #1	Harnessing Big Data into Better Decisions
3	09/07-09/13	Read Ch. 3	Marketing Research Process
4	09/14-09/20	Read Ch. 4 Exam 1	Ethics Exam 1: Ch. 1,2,3,4
5	09/21-09/27	Read Ch. 5 Discussion Board #2	Qualitative Research
6	09/28-10/04	Read Ch. 6	Secondary Data Research
7	10/05-10/11	Read Ch. 7 Case Study #2	Survey Research
8	10/12-10/18	Read Ch. 8	Observation
9	10/19-10/25	Read Ch. 9 Exam 2	Experiments Exam 2: Ch. 5,6,7,8,9
10	10/26-11/01	Read Ch. 10 Discussion Board #3	Measurement & Scaling
11	11/02-11/08	Read Ch. 11 Case Study #3	Questionnaire Design
12	11/09-11/15	Read Ch. 12	Sampling
13	11/16-11/22	Read Ch. 13 Exam 3	Samples & Populations
14	11/23-11/29	Read Ch. 14 Discussion Board #4	Basic Data Analysis
15	11/30-12/06	Read Ch. 15 Exam 4 Team Project	Hypothesis Testing

NOTE: The assignments/Exam shown in **bold** must be submitted by Sunday of the corresponding week before midnight (11:59 pm MST).