

MKT 4301 MARKETING RESEARCH
FALL 2021

Instructor: Jessica Felix Martinez
Meetings: T-R, 7:30am-8:50am
Email: jfelix@miners.utep.edu
Virtual/Office Hours: Tuesday 9am-10:30am Face-to-Face
Thursday 9am-10:30am Online
Office: COBA 315

Text: Essentials of Marketing Research, 7th ed. By B. J. Babin
2019, isbn 978-1-337-69397-4 or 978-0-357-03393-7 or go to
<https://www.cengage.com/shop/isbn/9780357463697> for the e-book version.

If you have technical questions about how to download the app or about access to Blackboard, call the following:

IT Help Desk: 915-747-4357, helpdesk@utep.edu, or enter a chat at:
<https://www.utep.edu/technologysupport/>

Blackboard Central 915-747-5940

Internet / Computer

If you need a laptop computer or internet connection, check the UTEP library (747-5643) or the College of Business Computer Lab (747-5241) for information about lab hours.

- Participate. Be active and show interest.

The best way to deal with the course is to read the chapter, then review the slides as we cover them in class. Then there will be quizzes to help you prepare for the exams. Your score on the quiz is not important. You will get full credit as long as you take the quiz. The exams will be when scheduled.

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that

people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

Course Description

We will examine the role of marketing research in organizations and discuss its purpose and role in marketing. You should learn its relationship to optimizing the four Ps of marketing for the success of the organization.

- The process:**
1. Read the text and any additional assignments prior to our meetings.
 2. Take the chapter quiz.
 3. Keep up with the schedule. Quizzes will only be available during the day assigned.
 4. Take the exams when assigned.

Learning Objectives

Objective	Outcome	Assessment Tool
To understand marketing research and what it does for business.	To understand the value of marketing research for business strategy and tactics.	Exams
To understand the stages of the marketing research process.	To be able to apply the research process to marketing problems.	Exams
To apply marketing research to make better decisions.	To analyze and evaluate the output of marketing data in business situations.	Exams

Grades:

Activity	Points
Exam 1	200
Exam 2	200
Exam 3	200
Exam 4	200
Quizzes	100
Attendance and Participation	100
Total	1000

Quizzes

Quizzes will be given at the end of each chapter. Taking the quiz will give you full credit for it.

Exams

The exams will be available through Blackboard Collaborate and will be taken during class time in the classroom. A laptop or tablet will be required to take the exam, if you do not have access to a laptop let me know. No other software (such as Respondus Lockdown) is needed. Make sure your device is fully charged.

There will be no make-up exams. If a student misses an exam, the final exam will count more.

Professionalism

Students are in the process of becoming professional marketers. This class is part of the college's effort to teach you to perform in that role. I will help guide you and let you know if you are moving in the right direction. This is important in that it can be quite embarrassing to not know how to conduct oneself when in an actual professional situation. Let me know if you have questions.

Academic dishonesty

Please review the AD policy at: <http://sa.utep.edu/osccr/academic-integrity/> An easy way to know if you are doing the right thing or the wrong thing is to think how it would look if your actions were reported on the front page of the newspaper. Would you be proud of the story?

Disability

If you need these services, call CASS at 915-747-5148 or go to Union East Room 106, or email: cass@utep.edu

Other sites

Student counseling center: <http://sa.utep.edu/counsel/> 915-747-5302

Student health center: <http://chs.utep.edu/health> 915-747-5624

Student engagement and leadership center: <http://sa.utep.edu/selc> 915-747-5670

Career center: <http://sa.utep.edu/careers> 915-747-5640

Minetracker: <http://minetracker.utep.edu/> for events, news, and organizations.

Class schedule (subject to change to accommodate learning)

Date	Topic	
Week 1		
18-Jan	Introduction	
20-Jan	Chapter 1	Overview of Marketing Research
Week 2		
25-Jan	Chapter 2	Big Data
27-Jan	Chapter 3	Research Process
Week 3		
1-Feb	Chapter 4	
3-Feb	Review Exam 1	Quiz 1
Week 4		
8-Feb	Exam 1	
10-Feb	Chapter 5	Qualitative Research
Week 5		
15-Feb	Chapter 6	Secondary Research/Quiz 5
17-Feb	Lab	Focus Groups/Quiz 6
Week 6		
22-Feb	Chapter 7	Survey Research
24-Feb	Lab	Demographics Now/Quiz 7
Week 7		
1-Mar	Chapter 11	Questionnaire Design
3-Mar	Lab	Qualtrics/Quiz 11
Week 8		
8-Mar	Lab	Review for Exam 2
10-Mar	Exam 2	
SPRING BREAK		
Week 10		
22-Mar	Chapter 10	Measurement
24-Mar	Lab	Quiz 10/ Qualtrics and Questionnaire
Week 11		
19-Mar	Chapter 9	Experiments
31-Mar	Lab	Quiz 9/Qualtrics Experiment
Week 12		
5-Apr	Chapter 12	Sampling
7-Apr	Lab	Quiz 12/Review Exam 3
Week 13		
12-Apr	Exam 3	
14-Apr	Chapter 14	Data Analysis
Week 14		
19-Apr	Lab	Quiz 14/Data Analysis
21-Apr	Chapter 15	Difference Tests
Week 15		
26-Apr	Lab	Quiz 15/Data analysis
28-Apr	Wrap-up	Review of Semester
Week 16		
3-May	Study Day	Review for Exam 4
5-May	Exam 4	
Finals	9-13 May	