

MKT 4301 MARKETING RESEARCH
Spring 2023

Instructor: Jessica Felix
Meetings: T & R, 7:30 am - 8:50 pm, BUSN 332
Email: jfelix@miners.utep.edu
Office Hours: Tuesday & Thursday 9:00-10:30 am
Or upon request.
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. 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 (10 points per quiz).

Exams

The exams will be available through Blackboard Collaborate and will take place in the classroom during class time. A laptop, computer, or tablet will be required to take the exam, if you do not have access to a laptop let me know a week in advance. Make sure your device is fully charged.

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