MKT 4301: Marketing Research

Professor Barrera (Dr. B.)

The University of Texas at El Paso
Woody L. Hunt College of Business
Department of Marketing, Management, & Supply Chain (MMSC)
Fall 2025

Course Info:	**Class Meets:**	**Instructor:**
Marketing Research (in-person)	**On:** M & W	Prof. Kevin Giang Barrera
CRN 11241	**Time:** 03:00 – 04:20 PM	**E-mail:** kpgiangbarrera@utep.edu
Section 000	**Location:** BUSN 332	**Office Location:** BUSN 214
		Office Hours: M & W 09AM – 12PM or by appointment

Course at a Glance: Evaluation & Grading

Class Participation & Engagement	9%
Group Applied Assignments (3 x7%)	21%
Exam 1	10%
Exam 2	10%
Exam 3	10%
Final Group Project (Proposal, Report, Presentation)	40%
Total	100%

Course Description

Consumers' wants and needs have become increasingly diverse, fragmented, and demanding. The diversity in consumer segments coupled with heightened market competitiveness makes it more crucial—and challenging—for firms to develop effective marketing strategies. This course explores the critical role of marketing research in enabling organizations to make data-driven decisions and craft evidence-based strategies. We will examine the systematic process of planning and designing studies, collecting and analyzing data, and presenting insights to support marketing decision-making. The course provides insight into the stages of the marketing research process while empowering students to apply this process to real-world marketing problems. Mastering this skillset is essential for success in today's competitive business environment.

Pre-Requisites

MKT 3302 – Consumer Behavior (Minimum Grade of D. May not be taken concurrently)
QMB 2301 – Fundamentals of Business Statistics (Minimum Grade of D. May not be taken concurrently)

Required Resources & Technology

1. Textbooks
   Please note that the core material of the course comprises the instructor's own content which has been summarized in the format of lecture handouts. Attending class is required and necessary to succeed in this course. Two reference textbooks are provided below:

   Marketing Research (13th Edition, 2019) by Aaker, Kumar, Day, and Leone. (ISBN 978-1119497639) (Main reference used in my lecture material) (**Required**)

   Essentials of Marketing Research (7th Edition, 2019) by Babin, Lamb, Hair, and McDaniel (ISBN 978-0357033937

2. Required Software
   This course requires the use of specialized software for survey design and statistical analysis. These are available in UTEP computer labs, and students are expected to learn their basic functions.

   - QuestionPro: A web-based platform for creating and distributing surveys.
     - How to create an account and get yourself started? https://www.utep.edu/technologysupport/servicecatalog/software_pages/soft_questionpro.html
   - Microsoft Excel.
     - You can have access to MS Excel through MS Office 365 https://www.utep.edu/technologysupport/servicecatalog/software_pages/soft_microsoftoffice365.html
     - Need additional resources to get yourself started?
     - https://support.microsoft.com/en-us/office/basic-tasks-in-excel-dc775dd1-fa52-430f-9c3c-d998d1735fca
     - https://support.microsoft.com/en-us/office/load-the-analysis-toolpak-in-excel-6a63e598-cd6d-42e3-9317-6b40ba1a66b4?ui=en-us&rs=en-us&ad=us

3. Required Technology
   - Access to a computer with a reliable internet connection.
   - Access to your UTEP email account and Blackboard for course announcements and assignment submissions.

Course Learning Objectives

By the end of this course, students will be able to achieve the learning objectives below. We will achieve those through the activities and assessments listed accordingly.

Learning Objective	Activities	Assessments
Understand the value of marketing research for developing business strategy and tactics.	Lectures Chapters 1 – 4 Concept application to a real-world brand	Weekly Formative Quizzes (Practice), Exam 1
Apply the marketing research process to diagnose business problems and formulate actionable research questions.	Lectures Chapters 1 – 4 Concept application to a real-world brand	Group Applied Assignment 1
Design and execute a marketing research study, including qualitative or quantitative methods, survey design, and sampling.	Lectures Chapters 5 – 14 Concept application to a real-world brand	Weekly Formative Quizzes (Practice), Group Applied Assignment 2, Exam 2, Final Group Project Presentation & Report
Utilize valuable business software tools (i.e., QuestionPro, Excel) to collect and analyze marketing data.	Lectures Chapters 15 – 19 Concept application to a real-world brand	Weekly Formative Quizzes (Practice), Exam 3, Final Group Project Presentation & Report
Develop **Critical Thinking** and **Problem-Solving** skills by analyzing complex data to derive insights and propose managerially relevant recommendations.	Marketing Research Concepts application to a real-world brand	All Practice Quizzes, All Exams, All Group Applied Assignments, and Final Group Capstone Project
Enhance **Communication**, **Teamwork**, and **Confidence** by working in a group to deliver a professional research report and presentation.	Marketing Research Concepts application to a real-world brand	All Group Applied Assignments, and Final Group Capstone Project Report & Presentations

UTEP Edge Advantage

This course is designed to equip students with essential Edge Advantages that contribute to their professional and personal development. Through the completion of course requirements, students will develop the following assets:

What?	How?
 **Critical Thinking**	By engaging in case and situational analyses during class discussions. The assignments and final group project will require that students analyze qualitative and quantitative data, interpret results, and derive implications.
 **Problem-Solving**	The assignments and final group project will require that students analyze challenges and opportunities, identify a business problem, and conduct research to propose solutions and managerial recommendations.
 **Teamwork**	The group assignments and final project will demand that students develop peer-to-peer communication, foster interpersonal relationships, and collaborate to provide successful deliverables.
 **Communication**	Students must engage in peer-to-peer communication to achieve the deliverables of the course. Similarly, students must communicate their findings persuasively in both written and oral formats as part of a collaborative team. Class discussions and analysis of real-world case situations will require that students articulate their reasoning clearly and persuasively in a public forum.
 **Confidence**	By participating actively in class discussions, successfully completing assignments and, presenting them in public forums, students will build self-assurance in their skills to tackle real-world challenges.

Assignments & Grading

1. Class Attendance, Participation & Engagement (9%)
   Your active engagement is crucial for success. This grade is based on your consistent, constructive contributions to in-class discussions, group activities, and case analyses. Quality of contribution is valued over quantity.

2. Group Applied Assignments (21%)
   There will be three hands-on group assignments (7% each) designed to build your practical skills and get you started early on your final project deliverable. These assignments will be based on the application of specific topics covered in the lectures as we move along in the course, including but not limited to problem formulation, research question building, and secondary research, use QuestionPro to design a survey questionnaire, and use Excel to run specific data analyses. Details for each assignment will be posted on Blackboard.

3. Midterm Exams (30%)
   There will be three non-cumulative midterm exams (10% each) covering key concepts, terminology, and processes from the lectures. The format may include multiple-choice, data analysis, and short-answer questions. Exams questions comprise critical thinking and application of concepts. Memorizing definitions and concepts will not be sufficient to succeed in the exams.

4. Final Group Project (40%)
   This semester-long project is the capstone experience for the course. Working in a small group (6-7 students), you will conduct a complete marketing research project from start to finish. This is a chance to apply everything you learn in a practical, hands-on manner. The project includes three major deliverables:

   a. *Project Proposal*: A detailed plan outlining your research problem, objectives, and methodology.

   b. *Final Report*: A professional report detailing your methodology, data analysis (using Excel), findings, and managerial recommendations.

   c. *Final Presentation*: A concise, persuasive presentation of your project findings to the class.

Peer evaluations will be used to assess individual contributions to all group efforts. Students should not count on a free ride! The weight of this project is major. Participate actively! Peers' average assessments will be considered to assign students' individual grades. If a student's individual grade turns out low due to peer evaluations, and the impacted student disagrees, they must revisit this matter with their group before reaching out to the instructor. The instructor will not micromanage or control group interactions.

Grading Scale: The final letter grade will be awarded via the scale below.

Score	Grade	Score	Grade	Score	Grade	Score	Grade	Score	Grade
≥ 90	**A**	80 - 89	**B**	70 - 79	**C**	60 - 69	**D**	< 60	**F**

Course Policies

1. Attendance and Late Work
   Regular attendance and punctuality are expected. If you must miss a class, you are responsible for obtaining notes and information from a classmate. According to UTEP Catalog, "*At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of "W" will be assigned before the course drop deadline and a grade of "F" after the course drop deadline.*" See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if a student is at risk of failing due to non-performance in the course, they may be dropped off the course. A 24-hour notice via email will be provided to studens. Late assignments will be penalized 20% for each day they are late and will not be accepted more than three days after the deadline, except in cases of documented emergencies.

2. Make-Up Policy
   Makeup of assignments will only be allowed for students who have provided advanced notification to and obtained prior approval from the instructor. Missed assignments without prior notification/approval will receive a grade of 0.

3. Scholastic Integrity
   Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student or possessing unauthorized materials during a test. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Community Standards for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

4. Guidance on Artificial Intelligence
   Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is only allowed with proper attribution given for its use. Students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited:
   > *Chat-GPT(version). Date of query (year/month/day). "Text of your query (prompt)." Generated using OpenAI. https://chat.openai.com/.*

   A short paragraph describing how the tool(s) was/were used for the assignment must be included. Copying and pasting directly from AI chat-based tools is not accepted. Students are required to analyze and critically process the outcome of these tools to avoid risk of "hallucinations" or "copyright infringement".

5. Accommodations Policy
   The University is committed to providing reasonable accommodations to students with documented disabilities. Students who become pregnant may also request reasonable accommodations, in accordance with state and federal laws and regulations and University policy. Accommodations that constitute undue hardship are not reasonable. To make a request, please register with the UTEP Center for Accommodations and Support Services (CASS). Contact CASS at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Student Resources

Your success is important. UTEP provides a variety of free resources to help you succeed academically and personally.

- Center for Accommodations and Support Services (CASS): If you have or suspect you have a disability and need an accommodation, contact them at (915) 747-5148, cass@utep.edu, or visit Union East, Room 106.

- University Writing Center (UWC): The UWC offers free writing tutoring for all students. They can help with your project report at any stage of the writing process. Visit them in Library, Room 227 or find them online at http://utep.edu/uwc.

- Counseling and Psychological Services (CAPS): CAPS offers free and confidential mental health services. Contact them at (915) 747-5302, caps@utep.edu, or visit Union West, Room 202.

- Student Health and Wellness Center: Provides medical services to all enrolled students. Call (915) 747-5624 for an appointment. Located in Union East, Suite 100.

- Technology Support: For help with Blackboard or other technical issues, contact the Help Desk at (915) 747-4357 or helpdesk@utep.edu.

- Miner Learning Center (MLC): Provides tutoring for a variety of core courses. Visit them in the Library, Room 205 or online at http://utep.edu/mlc.

Tentative Course Plan for Fall 2025

August 25th – December 04th

Week	Date	Day	Topic	Chapter	Comments
1	25-Aug	M	Class Introduction + Marketing Intelligence (MR): A decision-driven perspective	Ch 1	
	27-Aug	W	MR in Practice and as a Process	Ch 2 & 3	
2	1-Sep	M	***No class - Labor Day***		
	3-Sep	W	Research Design & Implementation	Ch 4	Provide Group Members & Choose Brand
3	8-Sep	M	Secondary Sources of Marketing Data	Ch 5	
	10-Sep	W	Standardized Sources of Marketing Data & MR on the Internet	Ch 6 & 7	
4	15-Sep	M	**Exam 1**		**Chapters 1-7**
	17-Sep	W	***Group Project Work Session 1***	-	*OCA1 is due by the end of the week*
5	22-Sep	M	Information Collection: Qualitative and Observational Methods	Ch 8	
	24-Sep	W	Information from Respondents: Issues in Data Collection and Survey Methods	Ch 9 & 10	
6	29-Sep	M	Attitude Measurement	Ch 11	
	1-Oct	W	Questionnaire Design	Ch 12	
7	6-Oct	M	Experimentation	Ch 13	
	8-Oct	W	Sampling Fundamentals	Ch14	
8	13-Oct	M	**Exam 2**		**Chapters 8-14**
	15-Oct	W	***Group Project Work Session 2***	-	*OCA2 is due by the end of the week*
9	20-Oct	M	Sample Size & Statistical Theory	Ch 15	**Data Exercise**: Descriptive Statistics
	22-Oct	W	Sample Size & Statistical Theory (cont'd.)	Ch 15	Interval Estimation + Sample Size
10	27-Oct	M	Fundamentals of Data Analysis	Ch 16	**Data Exercise**: Respecification + Crosstabulation
	29-Oct	W	Hypotheses Testing: Basic Concepts and Tests of Association	Ch 17	**Data Exercise**: Chi-square testing
11	3-Nov	M	Hypotheses Testing: Comparison of Means	Ch 18	
	5-Nov	W	Hypotheses Testing: Comparison of Means	Ch 18	**Data Exercise**: Comparison of Means
12	10-Nov	M	Correlation and Regression Analysis	Ch 19	**Data Exercise**: Correlation Analysis
	12-Nov	W	Correlation and Regression Analysis (contd.)	Ch 19	**Data Exercise**: Regression Analysis
13	17-Nov	M	***Group Project Work Session 3***	-	*OCA3 is due by the end of the week*
	19-Nov	W	Exam 3 Review	-	
14	24-Nov	M	**Exam 3**		**Chapters 15-19 (Calculator is Required)**
	26-Nov	W	***Group Project Work Session 4***	-	*Project Report & Presentations are due*
15	1-Dec	M	***Group Project Final Presentations***	-	First 4 groups
	3-Dec	W		-	Last 4 groups

Note: The course syllabus provides a general plan for the course; deviations may be necessary.