



MKT 436 Marketing Research

<http://www.tamut.edu/~bowen/>

Fall 2015

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ANNOUNCEMENTS:

1. FACULTY :

Instructor : Dr. Robert S. Owen

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Web site : www.tamut.edu/~bowen/

Office Hours : MW 3:00-5:00; T 8:30-10:30

check twitter.com/robertowenphd for real-time availability

2. COURSE :

1. Meeting Time and Place :

W 6:00-8:45, UC214

2. Course Material :

Textbook : Brown & Sutter (2014/2015), *MR*², Second Edition,
ISBN 9781133958413, Cengage.

Other
Materials : Access to the World Wide Web is required.

3. Catalog Description :

"Techniques of marketing research, research design, analysis and interpretation of marketing data, questionnaire building, and sampling methods. Emphasis given to selected applications of marketing research. Prerequisite: MKT 363."

4. **Course Objectives :**

Throughout this course, students should be able to demonstrate:

- knowledge of basic marketing research principles and theory
- the ability to design marketing research projects
- the ability to analyze marketing data
- the ability to write/present various types of marketing research reports
- the ability to work independently
- the ability to work as a member of a team

5. **Major Topics :**

These are approximate dates.

- | | |
|------------------|--|
| Week 1
26 AUG | <ul style="list-style-type: none">▪ Introduction to class and course▪ Introduction to marketing research▪ Competitive intelligence<ul style="list-style-type: none">▪ Assignments:<ul style="list-style-type: none">▪ Read Ch. 1, 2, 3, 4▪ Read link marketing research▪ Start demographic study |
| Week 2
2 SEP | <ul style="list-style-type: none">▪ Sampling<ul style="list-style-type: none">▪ Assignments:<ul style="list-style-type: none">▪ Read Ch. 9, 10▪ Start writing recruiting screener |
| Week 3
9 SEP | <ul style="list-style-type: none">▪ Measurement theory▪ Attitude theory<ul style="list-style-type: none">▪ Assignments:<ul style="list-style-type: none">▪ Read link persuasion▪ Read link tripartite model and attitude measurement▪ Read link ELM: involvement, knowledge, and persuasion▪ Read link beliefs, attitudes, and behavior change: the Fishbein model |
| Week 4
16 SEP | <ul style="list-style-type: none">▪ Survey and research scaling<ul style="list-style-type: none">▪ Assignments:<ul style="list-style-type: none">▪ Read Ch. 7, 8▪ Start writing survey proposal |

- Week 5
 23 SEP
 - Qualitative and observational research
 - Individual depth interviews and focus group research
 - Synchronous and asynchronous online research
 - Assignments:
 - Read Ch. 5, 6
 - Start writing [topic guide](#)

- Week 6
 30 SEP
 - Qualitative data analysis
 - Assignments:
 - Read link [Qualitative Analysis With a Spreadsheet](#)
 - Read link [sample qualitative analysis, another sample](#)
 - Start [customer content analysis](#)

- Week 7
 7 OCT
 - **QUIZ 1**
 - Project design
 - Assignments:
 - (notes distributed in class)

- Week 8
 14 OCT
 - Project management
 - Assignments:
 - Start [project management report](#)

- Week 9
 21 OCT
 - Usability research
 - Assignments:
 - Start [usability study](#)

- Week 10
 28 OCT
 - ketchup; finish usability study

- Week 11
 4 NOV
 - Finding grants, finding clients, proposal writing, and report writing
 - Assignments:
 - Read Ch. 14

- Week 12
 - Quantitative analysis

- 11 NOV
- Assignments:
 - Read Ch. 11, 12, 13
 - Start [survey data analysis](#)

Week 14
18 NOV

- **QUIZ 2**

Week 14
25 NOV

- **DRESS REHEARSAL**
- Written [client research proposal](#) due

Week 15
2 DEC

- **PRESENTATION TO CLASS CLIENT**

6. **Course Projects :**

Students will work as individuals on in-class abbreviated exams. Students will work in teams to write a marketing research proposal for a class client. Students will work as individuals in writing all other projects, but it is expected that students will work collaboratively in developing each project. For example, the qualitative spreadsheet analysis will require individual work in doing the analysis and writing the report, but the project will be needlessly time consuming if students do not share in the task of developing the grid (spreadsheet) that is used in organizing the raw data. Note that the final written work that you submit for individual projects must be your own work; written work that appears to be essentially the same as that of another student will be returned with a score of zero for both students.

7. **Class Participation :**

The ability to conduct each the projects requires class participation on the day that the topic is discussed. Private tutoring will not be given for students who miss a class. Since assignments are discussed in class, weekly assignments that are not submitted in class on the day due cannot be accepted later without a very, very good excuse.

8. **Evaluation Methods :**

Students will be evaluated on both individual and team projects and on two brief exams.

9. **Grading System :**

Final grades will be based on the following totals in points:

A=540-600 points

B=480-539

C=420-479

D=360-419

E=000-359

Where:

120=Quizzes (2)

30=secondary data study

30=recruiting screener

30=survey proposal

30=IDI/focus group topic guide

60=qualitative analysis

30=project management proposal

60=usability study

30=quantitative analysis

90=written client research proposal

90=client presentation (with written proposal)

600 TOTAL POINTS POSSIBLE

10. Academic Integrity :

"Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog."

11. Disability Accommodations :

"Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062."

12. A&M-Texarkana Email Address :

"Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework."

13. Drop Policy :

"To drop this course after the census date (see [semester calendar](#), a student must complete the Drop/Withdrawal Request Form, located on the University website <http://tamut.edu/Student-Support/Registrar/Dropping.html> or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The

form must be submitted to the Registrar' s office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar' s Office for processing. It is the student' s responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned."

14. "At the completion of your degree our BBA graduates should be proficient in the following areas:

Learning Goal 1: Our graduates will be competent in the broad business disciplines that underlie the BBA degree.

Learning Goal 2: Critical Thinking/Problem Solving: Upon completion of their degree program, students will be able to demonstrate critical thinking, including the ability to explain issue; find, analyze, and select appropriate evidence; and construct a cogent argument that articulates conclusions and their consequences.

Learning Goal 3: Communication and decision making under ethical dilemma: Upon completion of their degree program, students will be able to express ideas clearly and coherently orally, in writing, and electronically to a diverse range of audiences and interact with others in large and small group settings.

Learning Goal 4: Global Environment: Upon completion of their degree program, students will be able to analyze the impact of multiple factors on the interconnectedness of diverse peoples in the global environment. "