

MKT 400: Marketing Research Syllabus

I. Course Overview

Course Objectives:

The course is designed to help students develop their research, inquiry and communication skills while providing a road map to their future career in Marketing or International Business. This course will provide students with an overview of career opportunities in Marketing and International Business.

Learning Outcomes:

1. Analyze the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.
2. Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, as well as hands-on experience with computer application for data analysis. Emphasis is placed on the practical issues related to decision maker's use of marketing information. Marketing research provides the student with substantial experience in developing critical analysis and math/statistics skills.

Lecture Room: BEH 119

Lecture Time: 2:30pm – 3:45am (M/W)

Grading Details:

- Midterm Exam (individual): 25% of total
- Final Exam (individual): 30% of total
- Project (Parts detailed through syllabus) (group): 25% of total
- Literature Review (individual): 10% of total
- Short MR Presentations (group): 10% of total
- Guaranteed Grades: A- (>90%); B- (>80%); C- (>70%)

Textbook: *Essentials of Marketing Research* (paperback) 3rd edition by Hair, Wolfinbarger, Ortinau, and Bush

II. Grading Details

Exams (Midterm and Final): (55% of total grade)

There will be two exams, one non-cumulative mid-term (worth 25% of your total grade) and a cumulative final (worth 30% of your total grade). All exams will be closed book and closed note.

Project (Group): (25% of total grade)

There are a total of 6 portions of this descriptive research design. Look at the link off of the main syllabus page for more details. Grading criterion will be given to you during the semester.

Literature Review (Individual) (10% of total grade) – *Individual assignments*

No late papers will be allowed on these and they should be your own work. These should be no longer than 7 double-spaced pages typed in 10 or 12 point font, not including references and title page. The document you turn in should consist of an organized topic summary of the literature topic you were assigned. No part of these documents should consist of material you copied from anywhere nor can they consist of material you completed in other classes. We will discuss details on how these should be written in class but in general, they will follow the appropriate academic style of a literature review.

Short MR Presentations (Group): (10% of total grade)

This presentation should consist of two key parts. Part 1 will be a review of a paper which you will be given by Dr. Krishen. Each group will have a different paper. You must review the introduction of the idea in the paper, the methods used in the experiment, and the key take-aways. The second topic of this presentation is the descriptive research question, information, and academic knowledge you collected to describe your big idea. Finally, you will tie together the paper I provided to you with the set of research you collected. 10 minute presentation maximum; all group members must be present and participate in the presentation. Note that timing is important. You are to turn in your materials both in written and softcopy form. Send your presentation to anjala.krishen@unlv.edu by class time on the day you present. Also turn in a handout of your presentation and any other supporting documents on the day you present. Below is an outline for your use in the development of your short MR presentation. Note that it is necessary to cover all elements listed below but you can add your own creative touch also. Remember to creatively integrate what you have learned so far.

Note that these are very short but you are expected to extend this information by doing additional research (use citations and references).

Be professional and be creative!

Part 1: The Academic Paper you were given – worth 1/3 of your presentation

Brief discussion on the key elements in the paper you have been assigned, including

1. What is the introduction to the paper? What is it about and what's the point of it? Explain the theory and conceptual frameworks for the paper.
2. Explain the experimental/methods section of the paper to the class in terms that make it understandable.
3. What are the key take-aways from the paper?

Part 2: Discussion on the Research Question and Literature of your big idea – worth 1/3 of your presentation

1. What are the key elements of the target market(s) you wish to understand better?
2. Review 3 pieces of informational research regarding your research question.
3. Review 2 pieces of academic knowledge which can help answer your research question.

Part 3: Tie it all together and finish. Relate the paper to the research question you presented. How do they relate? – Worth 1/3 of your presentation

Key Grading Criteria for Short MR Presentations

- Did you command the attention of the class and present convincingly?
- Did you answer all of the questions above?
- Were you creative in your presentation and how you sold your ideas?

III. Project Details – *Group Assignment*

Grade Breakout: The project and presentation is divided into three parts:

1. Presentation – Group grade - 5% of that 25%
2. Paper – Group grade – 10% of that 25%
3. Class attendance as well as peer review – Individual grade – 10% of that 25%

Group Selection:

Organize into teams of four members. Email me immediately if you need help finding partners. Email to Anjala.krishen@unlv.edu or bring your list to class that day.

Draft research question and hypotheses:

For this part of the project, you are to turn in a 1-2 page typed paper (must be typed, double-spaced with 12 point font) which outlines your draft research questions to design your survey into the one you have been provided as a base point. Use logical reasoning to think of interesting questions and accompanying hypotheses. Use outside research and reading to support the questions you came up with and put in the references you used at the end of your short paper.

Coding of survey:

Enter the information you require into the base survey you have into SPSS. You will have to turn in the paper survey and send the updated SPSS file to Anjala.krishen@unlv.edu so that it can be verified.

Data collected and analysis planned:

The data will have to be entered into the SPSS file for this part of the project. Turn in your SPSS file to Anjala.krishen@unlv.edu along with the paper surveys (with informed consent forms). Each person in the class needs to collect data from at least 25 non-students and non-faculty members. All data has to be entered into the SPSS datafile by the date this is due and both the SPSS file as well as the surveys which have been filled out (actual data) have to be turned in.

Draft paper:

You will need to bring a hard copy of the draft of your final paper which should include basic sections for each key area of the paper. I will want to see who is working on which section so that I can verify that all members of the group are participating in the final paper. This must be turned in and will be counted towards your final project and presentation grade.

Final presentation and paper:

1. Final presentation
 - Overview: Each team will be randomly assigned to a presentation day and time. Each will have 10 minutes to present and 2 minutes for constructive feedback.
 - Advice: While we will discuss what makes a good presentation in class, here are some things to consider.

- This is a short 10 minute "pitch" of your ideas. The presentation must be a gem--a polished shining performance. You have done a lot of research, however, at this stage you should only be presenting the information that is relevant to the case that you are making.
- Begin with your background and work your way to your findings, focusing on the findings. We are more interested in your work, so keep the background to a minimum and spend most of your time on your ideas and findings.
- Constructive feedback: The class (and instructor) will critique your ad. While students are reluctant to criticize each other, this criticism will not adversely affect the presentation grade.
- Turn in: Please turn in a copy of your overheads.
- Presentation Grading: I will grade you on the overall presentation and visual aids. You do not need elaborate visual support (a simple power point presentation or a few overheads is adequate). But you do need to distill your main ideas to help the audience grasp your key points. Watch the flow of your presentation. Is the opening engaging? Do you provide information on the strategy (i.e., the key relevant information on the product, consumer, and competition)? Do you deliver your key closing points? Is your delivery smooth and polished? Were you creative?

2. Final paper

The final paper should be turned in both in paper and via email. Send the paper, plus the SPSS final dataset to Anjala.krishen@unlv.edu. Also bring the paper in printed form to class on the date it is due. Paper should include the first parts of the project and also include a data collection section (explaining the sample characteristics and statistics), data analysis section (explaining the technique used to analyze the data) and finally, the conclusions and results section which explains the final results. The paper should be written in double-spaced 12 point font with 1" margins and should include titles and sections and be no longer than 35 pages. You must also include a bibliography with at least 8 marketing/advertising journal references.

IV. Course Schedule

The course schedule can be found on the course website at <http://faculty.unlv.edu/anjala> then click on "current courses" and find the course.

V. Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.