402-01 Applied Market Research Seminar

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Course: MKTG402 - Applied Market Research Seminar

Professor: Dr. Clint Schertzer

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Office Hours: Dr. Schertzer: Monday & Wednesday Noon to 2:30 pm, 4pm to 6 pm and by appt.
Nielsen Representatives: Thursdays 3:00 to 4:30 pm (Smith 304)

Text Material: No text - all material will be provided

Pre-requisites: Application Process

Course Description: In this course, students will have the opportunity to explore the marketing research field and exercise their critical thinking skills under the guidance of professionals from a global industry leader, Nielsen. Students will learn current marketing research techniques and apply them into actionable insights in a simulated, interactive setting.

Learning Activities:
- Understand and execute the full life of a marketing research study, from planning phases to presentation of final results and conclusions.
- Work with a wealth of actual market research resources (including proprietary Nielsen assets) and apply critical thinking skills to effectively evaluate and analyze these to answer research questions.
- Complete a large-scale case study replicated from a market research project commissioned by Nielsen to address a real-world client business decision.
- Learn in a highly interactive environment, with access to Nielsen advisors, guest lectures, off-site field trips and facilitated in-class work sessions.
- Gain unprecedented access to training modules and market research professionals from Nielsen, a global leader in measurement and information that provides its clients with a complete understanding of what consumers watch and buy.
Course Operations:

Course Material: All course material and communication will be handled through the Xavier University Blackboard web site (http://blackboard.xu.edu). Please check Blackboard regularly. There may be additional announcements, readings, lecture notes & other course related information posted weekly so it is up to you to check.

Confidentiality: Since this course will be using proprietary Nielsen data and information each student will be required to sign a confidentiality agreement the first evening of the semester in order to participate in the class.

Field Trips: There will be two "field trips" during the semester. Students are responsible for their own transportation. If you do not have transportation contact Dr. Schertzer and he will arrange transportation for you.

Class Sessions: Lecture / discussion. Students are expected to have thoroughly read assignments prior to class meetings. Discussions will be based upon the assigned reading materials. Instructors will supplement the discussion with additional materials.

Participation: The sharing of your views and experiences are an important part of the course.

Cases/Exercises: Cases and problem exercises will be utilized throughout the class to give students hands-on experience with the tools and techniques of marketing research.

Make-Up Exams: Students who are unable to take exams at the regularly scheduled time periods may request a make-up exam. The make-up requests will be granted only for bona fide emergencies, illnesses or impossible to change work schedules (exam will not necessarily be the same exam). All early or make-up examinations must be scheduled and paid for through the Office of Continuing Education.

Late Assignments: Assignments are due at the beginning of the class in which they are due. There is a 20% per day penalty for late assignments.

Academic Honesty: The pursuit of truth demands high standards of personal honesty. Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of certain standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, unauthorized assistance in assignments and tests, unauthorized copying of computer software, and the falsification of results and material submitted in reports or registration information.

Attendance: Since the majority of the learning and discussion occurs during class, full time attendance is a requirement of the course. The instructor reserves the right to adjust final grades for tardiness, leaving class early and/or disruptive class demeanor.

Grading/Testing: Final grades will be based on:

- Application Cases / Exercises / Quizzes / Articles (Individual) 20%
- Mid-Term: Problem Solving Exam (Individual) 25%
- Case Study Part I Evaluation (Team) 10%
- Case Study Presentations / Final Case (Team) 35%
- Finals Week: Case Study Follow-up (Team) 10%
Grading Scale:

- A 93% - 100%
- A- 90% - 92.9%
- B+ 87% - 89.9%
- B 83% - 86.9%
- B- 80% - 82.9%
- C 70% - 79.9%
- D 60% - 69.9%
- F Below 60%

Other: The procedures and weekly assignment schedule in this course are subject to change in the event of extenuating circumstances.