2012

602-01 Marketing Research

Clint Schertzer
schertzer@xavier.edu

Follow this and additional works at: https://www.exhibit.xavier.edu/marketing_syllabi_spring_2012

Recommended Citation
https://www.exhibit.xavier.edu/marketing_syllabi_spring_2012/20

This Restricted-Access Syllabus is brought to you for free and open access by the Marketing Syllabi 2012 at Exhibit. It has been accepted for inclusion in Marketing Syllabi Spring 2012 by an authorized administrator of Exhibit. For more information, please contact exhibit@xavier.edu.
COURSE: Marketing Research, MKTG 602 (3 credit hours)

PROFESSOR: Dr. Clint Schertzer

MAILING ADDRESS: Department of Marketing
Xavier University
ML 3214
Cincinnati, OH 45207-3214

PHONES: 513.745.3061 Xavier office
513.745.3692 Xavier facsimile
513.202.3090 Off-Campus office
513.624.8533 Home

EMAIL: schertzer@xavier.edu

CAMPUS OFFICE: 304 Smith Hall

OFFICE HOURS: Monday & Wednesday Noon to 2:30 pm, 4pm to 6 pm and by appointment.

TEXT MATERIAL: Marketing Research (10th Edition) by Aaker, Kumar, Day & Leone

PREREQUISITES: MTKG 600

COURSE OBJECTIVES: The emphasis in this course is on marketing research as an aid to management decision-making. Accordingly, it primarily is intended for prospective users of research results, rather than for specialists in marketing research.

The specific objectives are to:

- Develop problem analysis skills, and the ability to translate a management problem into a feasible research question.
- Provide a working knowledge of the concepts and methods of marketing research.
- Increase sensitivity to the biases and limitations of marketing data.
- Familiarization with some of the newer approaches to analyzing market structures and estimating demand for new products and services.

This course is designed in the belief that one must have done research in a field situation to fully understand the steps in the process of designing a research study that will yield relevant, timely and accurate information. Thus, a further objective of the course is to provide experience in applying research concepts and methods to realistic management problems.
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.

COURSE OPERATIONS:

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. Instructor will supplement the discussion with additional materials.

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

Exams: The objective of exams is for you to demonstrate an understanding of concepts covered in the course. The exam questions will be a combination of problems and essays and multiple-choice.

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. These assignments where appropriate throughout the semester.

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 necessar 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Exercises / Cases / Articles</td>
<td>30%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>35%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90% - 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87% - 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83% - 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80% - 82.9%</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79.9%</td>
</tr>
</tbody>
</table>
F        Below 70%

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