MKTG 302-01 Marketing Research

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Office Hours: Tuesdays and Thursdays 9-10 & 2:15 – 3:15, Wednesdays 10-12

Class Web Page: Canvas
All course assignments and lecture notes will be posted on the MKTG 302 Canvas page.

Cengage Learning
Available at Xavier Campus Bookstore or online

Software: Qualtrics (Xavier.co1.qualtrics.com)

Course Description:
Marketing and advertising managers assess, purchase and use marketing research to make a wide range of decisions spanning from product development and sales management to advertising and promotions. To be able to do this competently, you need to know what marketing research offers, what research methods are appropriate for different types of problems, and how results should be interpreted. The objective of this course is to give you the knowledge and skills, as a future marketing manager, to make intelligent decisions in your specification, evaluation and application of marketing research.

This course is built around a series of hands-on exercises encompassing a broad range of research techniques. The projects in this course are, for the most part, group projects but most require both individual and group work. Additionally, each assignment builds on work done on previous assignments so that you gain perspective on how much of research builds on insights gained in earlier studies.
Learning Objectives:
By the end of the semester, you should have acquired the knowledge and skills to:

1. Determine when research is likely to be helpful for solving a particular business problem or taking advantage of a business opportunity.
2. Given a problem or opportunity, be able to specify the most appropriate research objectives and information needs.
3. Given a specific set of research objectives/information needs, be able to evaluate the appropriateness and adequacy of alternative research designs and data analysis techniques.
4. Critically evaluate the proposals and performance of research suppliers and be a sophisticated consumer of marketing research.
5. Use the industry-standard statistical software to make rudimentary analyses of marketing databases.
6. Communicate statistical findings from data analysis and translate these findings into appropriate marketing managerial recommendations

Course Requirements and Grading:
Grades will be determined based on the following criteria:

<p>| GRADING |
|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>Requirements</th>
<th>% of Grade</th>
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</thead>
<tbody>
<tr>
<td>In-Class Applications, Participation &amp; Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Major Assignments</td>
<td></td>
</tr>
<tr>
<td>Major Assignment 1A — 5% individual</td>
<td></td>
</tr>
<tr>
<td>Major Assignment 1B — 5% group</td>
<td></td>
</tr>
<tr>
<td>Major Assignment 2A — 10% individual</td>
<td></td>
</tr>
<tr>
<td>Major Assignment 2B — 10% group</td>
<td></td>
</tr>
<tr>
<td>Major Assignment 3 — 10% group</td>
<td></td>
</tr>
<tr>
<td>Report Presentation — 10% group</td>
<td></td>
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<tr>
<td>3 Quizzes</td>
<td></td>
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<tr>
<td>Quiz 1 — 10%</td>
<td></td>
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<tr>
<td>Quiz 2 — 10%</td>
<td></td>
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<tr>
<td>Quiz 3 — 10%</td>
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<tr>
<td>Cumulative Final Exam</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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</tbody>
</table>
Letter grades will be assigned at the end of the course using the following scale:

- 97%-100%   A+
- 93%-96.99%  A
- 90%-92.99%  A-
- 87%-89.99%   B+
- 83%-86.99%  B
- 80%-82.99% B-
- 77%-79.99%  C+
- 70%-76.99%  C
- 60%-69.99% D
- Below 60%   E

**Attendance and In-Class Applications:**

New material will be presented in class that is not available in the readings or in the slides posted on Canvas. Missing class will seriously hinder a student’s ability to perform satisfactorily on the quizzes, exam and in-class assignments.

In addition, many class days in this course require students’ participation in graded “in-class application” exercises that will be averaged for 10% of the course grade. These application exercises require that you have read the chapter assignments in advance for that class, or they will be difficult to complete successfully. Therefore, you must stay current on your readings.

- No make-ups will be allowed for in-class applications without a documented university-approved excuse, preferably provided in advance. Students with approved excuses will be allowed to make up in-class exercises as individual assignments due no later than three days after the class day.

Finally, in order ensure that class time is used efficiently, I expect all electronic devices to be used in a respectful manner. This means no texting, phone calls, or computer usage that is not directly related to classroom activities.

**Major Assignments:**

Six different projects are designed to give students “hands-on” learning experience in marketing research. Assignment #1A and #2A are both individual assignment – the rest are team assignments. Each one of these assignments builds on previous assignments and all culminate in the final report. Handouts and other materials for all these exercises will be distributed in class or through the Canvas web page. These assignments are:
Major Assignment #1 –
  1A Consumer Insights from the Internet
  1B Group Analysis and Executive Summary
Major Assignment #2 –
  2A Individual Laddering Interviews
  2B Group Analysis and Report
Major Assignment #3 – Questionnaire Design
Research Project

The assignments together are worth 40% of your final course grade. The assignments will be weighted as following:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Major Assignment #1A</td>
<td>5%</td>
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<tr>
<td>Major Assignment #1B</td>
<td>5%</td>
</tr>
<tr>
<td>Major Assignment #2A</td>
<td>10%</td>
</tr>
<tr>
<td>Major Assignment #2B</td>
<td>10%</td>
</tr>
<tr>
<td>Major Assignment #3</td>
<td>10%</td>
</tr>
<tr>
<td>Research Report</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50%</strong></td>
</tr>
</tbody>
</table>

All assignments will be due at the start of class on the due dates shown in the syllabus’ class schedule, or else the assignment will be penalized 5 points minimum. For example, if an assignment is turned in 10 minutes after the start of class, 5 points will be taken off on the spot. Additionally, further late submissions will result in an additional letter grade penalty of one full letter grade for every day the submission is late. If a submission must be late due to circumstances beyond your control, contact your instructor and a special arrangement may be allowed.

**Exam:**
There will be one cumulative exam toward the end of the semester, based on the readings, lecture and discussions/exercises in class. This exam will have a combination of multiple choice, short answer and applied questions. Questions will focus on your understanding of marketing research concepts and ability to apply these concepts to real-world problems.

- Quizzes and the final exam must be taken on the date indicated in the syllabus. No make-ups will be given unless the student notifies the instructor in advance with a documented university-approved excuse.

**Other notes:**

**Help sessions:**
Students who want help studying for exams or preparing projects are encouraged to schedule an appointment to meet with me. Ask questions early and often if you need help with anything!

**Problems:**
I encourage you to make an appointment to see me if you incur any difficulties with MKTG 302 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you want until the end of the semester, it will be too late to take any effective action.

*Academic Misconduct:*
University policies on academic misconduct are readily available from several sources, including the Xavier Student Handbook, and will be strictly followed. In particular, please see section 2.3.9.1 in the Student Handbook. My hope and plan is that we will not have to deal with any such incidences, however, I do take such matters very seriously and I practice a zero tolerance policy. If academic misconduct is observed, appropriate actions will be taken, including full reporting to the Academic Dean of the Williams College of Business.

*Disability Accommodations:*
Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at jonesc20@xavier.edu, to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.

**LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: UNDERGRADUATE PROGRAM**
- **Critical Thinking**
  *Learning Goal:* WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.
  *Corresponding Objectives:*
  - (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
• (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

• **Ethics and Social Responsibility**
  
  *Learning Goal:* WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.
  
  *Corresponding Objectives:*
  
  • (1) WCB students will recognize ethical issues and their implications on personal and business decisions.
  
  • (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

• **Effective Written and Oral Communication**
  
  *Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.
  
  *Corresponding Objectives:*
  
  • (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.
  
  • (2) WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

• **Global Perspective and Cultural Diversity**
  
  *Learning Goal:* WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.
  
  *Corresponding Objectives:*
  
  • (1) WCB students will identify and contrast key attributes of countries’ business environments.
  
  • (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
  
  • (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

• **Understanding and Application of Knowledge Across Business Disciplines**
Learning Goal: WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

Corresponding Objectives:

• (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.

• (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)

• (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

• Personal and Professional Development

Learning Goal: WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

Corresponding Objective:

• WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.