**Course Description:**
The goal of this course is to provide a fundamental understanding of marketing research designs and tools to aid in both strategic and tactical decision making. This course will examine the use of exploratory, descriptive, and causal research designs and their associated analytical techniques to help guide marketing decisions. The main course objectives are:

1. To provide students with the skills to translate marketing challenges and opportunities into appropriate analytical issues.
2. To help students develop skills in data analysis to guide decision making, as well as to develop an appreciation for the contributions of limitations of such analyses.
3. To provide students with hands on experience with the research process – from problem definition through research design to data analysis to implications.
4. To become fluent in the language of market research as it is used by practitioners/industry.

To achieve these objectives, we will use a combination of lectures, guest lectures, case discussions, and hands on data analysis sessions. Further, students will have the opportunity to develop and execute a research design to draw conclusions and recommendations about a business issue of interest to them. At the end of the term, it is expected that students will have a basic competency in performing the more common qualitative and quantitative techniques, including research design, survey construction, data collection, analysis and reporting.

**Course Materials:**
- Custom Course Case Pack (*link will be provided on first day of class*)
- SPSS software (*available on campus computer lab*)
- Qualtrics software (*available online for duration of course*)

**Assignments & Grading**
Throughout the semester, you will be required to complete several individual assignments, as well as a cumulative team research project. The assignments and their associated weights are listed here:

**Individual Assignments (70%)**
Overview of Course Assignments

Individual assignments

Readings & Cases (75 pts each x 4 = 300 pts)
- Throughout the course, we will make use of readings and associated case studies to demonstrate concepts and applications. There will be 4 cases assigned. For each one, you will either be expected to turn in a case write up (questions to focus your analysis will be provided) or you will take a short quiz on the readings and case at the beginning of each class.
Survey Design (75 pts)
- In this assignment, you will develop a set of research objectives and apply the principles of good questionnaire design to create a market research survey. You will also code your survey in Qualtrics.

Data Analysis Homework (75 pts)
- In this assignment, you will complete several basic analyses using the SPSS software and draw conclusions based on your analysis. This will help consolidate your learning of the SPSS statistical software functionality.

In Class Exam (150 pts)
- This quiz will be conducted in class. You will be required to analyze and interpret survey data using SPSS. This is designed to consolidate your learning of the basic data analyses and interpretation for decision making.

Class Participation (50 pts)
- Your attendance and active participation in class discussions is critical. Class participation means coming to class prepared to discuss the topics being addressed, your ability to raise and answer questions, to bring up and articulate ideas or insights, and to build upon the ideas of others. Importantly, bonus points for outstanding participation may be awarded to the students at the discretion of the professor.

Team Research Project
Throughout the course, you will work on small teams (approx. 5 per team) to complete a comprehensive research project. (While project topics will be provided, your team also has the option of completing research on a topic of your choice.) When thinking about a project, chose a topic/client that your team will be excited about and you have a working knowledge of the basics of the industry or concept. Examples of successful past projects include assessing the local market opportunity for a new restaurant concept, determining the target market for a new product, deciding between alternative brand positioning strategies, and assessing and profiling college students who participate in recreational sports leagues.

There are several deliverables associated with the group project:

Qualitative Research:
Exploratory secondary data analysis (50 pts)
- Here your team will complete a secondary data analysis to (a) provide context of the problem and confirm assumptions and (b) explain why primary research is necessary. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class, along with the findings of your focus groups.

Focus Groups (100 pts)
- Your team will be required to conduct 2 separate focus groups to refine your initial hypotheses about your project and/or inform questionnaire design. Your report should strive to highlight and integrate the general themes and learnings uncovered from the research. You will also be evaluated on your ability to develop appropriate screening criteria and an appropriate discussion guide. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class.

Quantitative Research:
Survey Research (150 pts)
- Your team will develop and field a survey to address the research objectives you’ve identified and refined from your initial research. Part of your grade will reflect to your ability to design a survey to best address the learning objectives. You should show professionalism in wording, formatting, and
sequencing the questions. You should also define the ideal target population for data collection. Your final report will primarily summarize the findings from your analysis of your survey data. The final report should contain an executive summary, methodology, results, and implications and recommendations. Your team should produce both a formal written report, as well as a powerpoint presentation that will be presented in class.

Importantly, while there will be an overall group grade on each assignment, your individual grade at the end of the course may be adjusted based on your team members' assessment of your contribution. The adjustment methodology will be described in detail on the team contribution spreadsheet, issued separately.

Other Class Information:

It is important that you read and adhere to the following guidelines, as failure to do so will impact your grade.

- All assignments are to be submitted both in hard copy and uploaded onto Moodle prior to the start of class on the due date.
- 5 points will be deducted for failure to hand in a hard copy.
- Unless prior approval has been received, a late assignment will be deducted a full letter grade for each day it is late, up to 3 days. After 3 days, late assignments will not be accepted and a zero will be given.
- All relevant course communications will be posted on Moodle. If you are missing a grade for a particular assignment that you believe you have handed in, contact me immediately.

Course Outline:
The outline provided below provides a preliminary guide to the course organization. It is subject to change based upon the learning speed of the class or other relevant events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Course Pack Reading</th>
<th>Event/Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 15</td>
<td>Introduction/Overview of Course</td>
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<tr>
<td>Jan 22</td>
<td>Marketing Research Overview</td>
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<td></td>
<td>Setting Research Objectives</td>
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<td></td>
<td>Research Design</td>
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<tr>
<td>Jan 29</td>
<td>Research Design (con't)</td>
<td>Marketing Research</td>
<td>The Coop</td>
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<tr>
<td></td>
<td>Secondary Research &amp; Syndicated Data Sources</td>
<td>The Coop Case</td>
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<td>Feb 5</td>
<td>Exploratory Research</td>
<td>Focus on the Benefits</td>
<td>Boston Fights Drugs</td>
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<td></td>
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<td>Boston Fights Drugs Case</td>
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<td>Descriptive Research</td>
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<td>Project Check in</td>
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<td>Feb 19</td>
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<td>Questionnaire Design</td>
<td>Harvard Housing</td>
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<td>Feb 26</td>
<td>Causal Research</td>
<td>Saxonville Sausage Case</td>
<td>Saxonville Sausage</td>
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### Academic Integrity:
All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at [http://www.uncc.edu/policystate/ps-105.html](http://www.uncc.edu/policystate/ps-105.html). Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

### Belk College of Business Statement on Diversity:
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.