



MARKETING RESEARCH

MKTG 3222-002 | Spring 2019 | T/Th: **11:30-12:45 p.m.** | FRIDAY 132

Prerequisite(s): MKTG 3110 with grade of C or above

Instructor: Brian Whelan, M.S.

Office: 253A Friday Building

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Office Hours: W 12:30-1:30 p.m. and by appointment

Course Description:

The goal of this course is to provide a fundamental understanding of marketing research process, design, and tools to aid in 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. By the end of this course, successful students will be able to:

- Describe a typical five-step market research process
- Assess the relevant advantages and disadvantages among different research designs
- Formulate appropriate marketing research objectives
- Recognize the strengths and weaknesses of various market-research techniques
- Conduct focus group and survey research
- Recommend appropriate actions and decisions based on data input

Required Course Text: *Marketing Research. An Applied Orientation*. 7^h Edition. 2019. ISBN-13: 978-0-13-473484-2. Author: Naresh K. Malhotra. (Note—this text is rentable from Pearson).

Course Assignments

Final Exam:	350 Points
In Class Assignments (6):	300 Points
Research Project	350 Points
TOTAL POINTS	1000 points

Course Grading Policy:

A = 900 – 1000 pts.

B = 800 – 899 pts.

C = 700 – 799 pts.

D = 600 – 699 pts.

F = 1 – 599 pts.

Your final grade for the course will be tabulated out of 1,000 points as indicated above. **Grades will not be rounded.** For example, 899 points is a B, and will not be rounded to an A. It is imperative that students put forth their best effort on each assignment to ensure the maximum number of points are secured throughout the term. Individual grading rubrics will be provided for the brand audit project and case studies during the term

Final Exam (350 points - 35% of your final grade): There will be a comprehensive final exam given at the end of the semester, which will test your cumulative knowledge from the course. This will be closed-book exam. The final exam date will follow the university's final exam schedule and will be posted during the term. **There are no makeup exams, and an absence from the final exam will result in a grade of zero for the exam.**

In-Class Assignments (6 assignments worth 50 points each - 30% of your final grade):

There will be a series of in-class assignments given throughout the term that you will turn in at the end of class. At the end of the term, 6 of these assignments will be chosen at random and graded. Failure to attend a class period where an assignment is given will result in a score of zero for that assignment if it is chosen to be graded at the end of the term. No makeups will be allowed.

Research Project (Qualitative & Quantitative Research Design) (350 points—35% of your final grade):

Students will work on a team research project of their choosing leveraging both qualitative and quantitative research principles. The project will consist of the following components:

- Exploratory secondary data analysis (50 pts): Teams will complete a secondary data analysis to provide further context and determine what primary research is necessary.
- Exploratory Focus Groups (150 pts): Teams will be required to conduct a qualitative research project to refine initial hypotheses and inform a quantitative research design.
- Survey Research (150 pts): Teams will develop and field quantitative research to address the research objectives identified and refined from initial exploratory research.

Teams are required to produce a formal report, which should contain an executive summary, methodology, results, limitations, and recommendations based on the research obtained. While there will be an overall group grade on each assignment, individual grades at the end of

the course may be adjusted significantly based on team members' assessment of individual contribution, as well as the professor's assessment.

Class Participation & Attendance Policy: There is no strictly enforced attendance mandate, however, attendance and active participation are critical to getting the most from this course. Class participation means coming to class prepared to discuss readings, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. If you are not present during a class period where an exam is given, your score will be zero. There are no make-up exams or opportunities for extra credit to make up for missed assignments, exams, or quizzes.

Use of Electronics Policy:

The use of cell phones is not permitted in class. Laptop computers may be used solely for the purposes of taking notes in class. Failure to observe this policy will result in a reduction of your final grade by one full letter grade.

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

All relevant course communications will be posted on Canvas. If you are missing a grade for a particular assignment that you believe you have handed in, please contact me immediately.

Classroom Conduct Policy:

You are expected to be on time to class, as you would be for an actual business meeting in private industry. You are also expected to treat your fellow students and your professor, with courtesy, politeness and respect. Disruptive behavior, including loud arguing, disrespectful or offensive language, harassment and other behaviors deemed disruptive or offensive will not be tolerated. Failure to observe this policy will result in your permanent removal from the class.

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>. 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 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.

Disability Accommodations: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

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, the professor's discretion or other relevant events:

Class	Coursework	Text Chapter
Thursday, January 9, 2020	Course Introduction	
Tuesday, January 14, 2020	Introduction to Marketing Research	1
Thursday, January 16, 2020	Introduction to Marketing Research	1
Tuesday, January 21, 2020	Defining the Marketing Research Problem	2
Thursday, January 23, 2020	Defining the Marketing Research Problem	2
Tuesday, January 28, 2020	Research Design	3
Thursday, January 30, 2020	Research Design	3
Tuesday, February 4, 2020	Research Design	3
Thursday, February 6, 2020	Secondary & Syndicated Data	4
Tuesday, February 11, 2020	Secondary & Syndicated Data	4
Thursday, February 13, 2020	NO CLASS	
Tuesday, February 18, 2020	Qualitative Research	5
Thursday, February 20, 2020	Qualitative Research	5
Tuesday, February 25, 2020	Survey & Observation	6
Thursday, February 27, 2020	Survey & Observation	6
Tuesday, March 3, 2020	SPRING RECESS--NO CLASSES	
Tuesday, March 10, 2020	Causal Research Design	7
Thursday, March 12, 2020	Causal Research Design	7
Tuesday, March 17, 2020	Measurement & Scaling (Fundamentals)	8
Thursday, March 19, 2020	NO CLASS	
Tuesday, March 24, 2020	Measurement & Scaling (Noncomparative)	9
Thursday, March 26, 2020	Measurement & Scaling (Noncomparative)	9
Tuesday, March 31, 2020	Questionnaire & Form Design	10
Thursday, April 2, 2020	Questionnaire & Form Design	10
Tuesday, April 7, 2020	Sampling: Design & Procedures	11
Thursday, April 9, 2020	Sampling: Design & Procedures	11
Tuesday, April 14, 2020	Sampling: Sample Size Determination	12
Thursday, April 16, 2020	Sampling: Sample Size Determination	12
Tuesday, April 21, 2020	Fieldwork	13
Thursday, April 23, 2020	NO CLASS	
Tuesday, April 28, 2020	Research Project Due	