Focus of the Course: MKTG 3222 addresses the use of marketing research as an aid to making marketing decisions; specifically, how the information used to make marketing decisions is gathered and analyzed. We will focus on how Marketing Research helps provide managers with new information, leading to better decisions.

Main Objectives
- be able to translate a marketing problem into a feasible research question
- appreciate marketing research as a process that involves a sequence of activities
- gain a better understanding of alternative research designs
- be more sensitive to the biases and limitations of marketing data and basic data analysis
- be able to design and execute a basic survey research project
- provide a foundational understanding and appreciation regarding Marketing Research

Ethic

Expectations
1. Complete online assignments prior to each class meeting. Some occur prior to each class meeting and some occur after a class meeting.
2. Carefully read and be prepared to discuss all required readings prior to each class meeting.
3. 100% attendance is expected (communicate with me if you must miss a class)

Grading

Class Participation = 15% (Active participation in class discussion. Which also means come prepared having read all designated pre-reads).

In Class Exercises: 15% (details will be covered)

Exam 1 = 25%
Exam 2 = 25%
Individual Presentation = 20% (we will discuss details in class)
Course Information & Guidelines

1. 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.

2. Disability Accommodations. Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations. If you have a disability that qualifies you for academic accommodations, please provide a letter of accommodation from the Office of Disability Services. For more information regarding accommodations, please contact the Office of Disability Services at 704.687.4355 or stop by their office in 230 Fretwell.

3. Orderly and productive classroom conduct. We will conduct this class in an atmosphere of mutual respect. We encourage your active participation in class discussions as well as online. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including the faculty, is welcome. However, we will exercise our responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

4. Academic integrity. Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity, which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: http://www.legal.uncc.edu/policies/ps-105.html (also see http://integrity.uncc.edu/). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.

5. Materials. All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.

6. Electronic devices in classroom. Use of computing, communication, or other devices during the class time for purposes other than those required for the class is prohibited and may result in being asked to leave the classroom for the remainder of the class period. This includes the use of laptops, lab computers, phones or other devices for Internet browsing, game playing, reading news, emailing, texting, chatting, IM, Facebook, or other activities not required for the class. Cellular phones and other communication devices must be silenced AND stored away during class.
**Date Chapters**
21st August 1,2
28th August 3
4th September 4
11th September 5
18th September 6,7
25th September Exam 1
2nd October Guest Speaker
9th October NO CLASS
16th October 8
23rd October 9,10
30th October Individual Presentations
6th November 11,12
13th November 13
20th November 15,16
27th November Guest Speaker
4th December Exam 2