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

1. Describe a typical five-step market research process
2. Assess the relevant advantages and disadvantages among different research designs
3. Formulate appropriate marketing research objectives
4. Recognize the strengths and weaknesses of market-research techniques and when best to employ them
5. Design exploratory, descriptive and causal research
6. Conduct focus group and survey research
7. Analyze qualitative and quantitative data
8. Recommend appropriate actions and decisions based on rigorous data analysis

Throughout the course, we will use a combination of lectures, readings, discussions, cases, data based exercises, and a large group project. At the end of the term, it is expected that students will have a basic competency in conducting a complete marketing research project, from research design, to survey construction, data collection, analysis and reporting.

Required Course Materials:
- Custom Course Case Pack [http://cb.hbsp.harvard.edu/cbmp/access/72359152](http://cb.hbsp.harvard.edu/cbmp/access/72359152)
- SPSS software (available on campus computer lab)
- Qualtrics software (available online for duration of course)

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

Individual Assignments (70%)
- Case #1 – The Coop 75
- Case #2 - Boston Fights Drugs 75
- Case #3 – Harvard Graduate Student Housing 75
- Case #4 – Saxonville Sausage 75
- Individual Survey Design 75
- Data Analysis Homework 75
- Final Exam 200
- Attendance & Class Participation 50

Team Project (30%)
- Secondary Data Analysis 50
- Qualitative Research 100
- Quantitative Research 150
- Individual Contribution Adjustment Factor*

Total Points 1000

* Applied at the end of the project, based on team assessment of each individual's contribution

All grades will be posted on Canvas. Final grades will be calculated based on the total number of points earned for each assignment.

Note that at the end of the semester, each individual's contribution to the team project will be assessed and points for the team project may be adjusted downward if an individual did not contribute his/her fair share. The final letter grades will be determined as follows:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Final Grade</th>
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</thead>
<tbody>
<tr>
<td>900 – 1000</td>
<td>A</td>
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<tr>
<td>800 – 899</td>
<td>B</td>
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<tr>
<td>700 – 799</td>
<td>C</td>
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<tr>
<td>600 – 699</td>
<td>D</td>
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<tr>
<td>599 and below</td>
<td>F</td>
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</table>
Overview of Course Assignments

Individual assignments

Readings & Cases (75 pts each x 4 = 300 pts): There will be 4 cases assigned. For each one, the student will be expected to turn in a 2-4 page case write up (The length will vary from case to case. Questions for each case will be provided to focus your analysis).

Survey Design (75 pts): In this assignment, the student will develop a set of research objectives and apply the principles of good questionnaire design and question writing to create research survey and code it into Qualtrics.

Data Analysis Homework (75 pts): In this assignment, the student will complete several basic analyses using the SPSS software and draw the appropriate conclusions based on this analysis.

In Class Exam (150 pts): The final exam will be conducted in class. The exam will include both conceptual knowledge component, as well as a data analysis and interpretation component.

Class Participation (50 pts): Attendance and active participation is critical to getting the most from this course. Class participation means coming to class prepared to discuss the cases, raising and answering questions, articulating ideas or insights, and building upon the ideas of others. 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 may have the option of completing research on a topic of your choice.) When thinking about a project, choose 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:

Exploratory secondary data analysis (50 pts): The project 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.

Exploratory Focus Groups (100 pts): The team will be required to conduct a complete focus group project (at least 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 will present your

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 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.
The final report should contain an executive summary, methodology, results, and recommendations for each of the three research phases of your project. Your team should produce both a formal written report, as well as a 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 must be uploaded to Canvas prior to the start of class and a hardcopy must also be handed in on the due date. Failure to comply with both of these requirements will result in a 5-point deduction.

- 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 (i.e. Monday by noon). After 3 days, late assignments will not be accepted and a zero will be given. No exceptions will be made.

- 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, contact me immediately.

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 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 or other relevant events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Reading</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>12-Jan</td>
<td>Course Overview; Defining Research Objectives</td>
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<tr>
<td>19-Jan</td>
<td>Defining Research Objectives (in class case); Research Design</td>
<td>Analyzing the Target Market, Part 1: Marketing Research p 31-43</td>
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<td>Research Design; Secondary &amp; Syndicated Data</td>
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<td>The Coop Case</td>
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<td>2-Feb</td>
<td>Qualitative Research; Focus Groups</td>
<td>Focus on the Benefits</td>
<td>Group Project Proposal</td>
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<td>9-Feb</td>
<td>Descriptive Research; Survey Design</td>
<td>Research Methods in Marketing: Survey Research (p 1-5)</td>
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<td>16-Feb</td>
<td>Survey Design (con’t)</td>
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<td>Harvard Graduate Housing Case</td>
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<td>23-Feb</td>
<td>Group Project – Focus Groups</td>
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<td>2-Mar</td>
<td>Causal Research; Concept Testing</td>
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<td>Saxonville Sausage Case</td>
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<td>9-Mar</td>
<td>SPRING BREAK</td>
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<td>13-Mar</td>
<td>Sampling &amp; Data Collection</td>
<td>Research Methods in Marketing: Survey Research (p 8-13)</td>
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<td>16-Mar</td>
<td>Data Analysis 1</td>
<td>Research Methods in Marketing: Survey Research (p 14-20)</td>
<td>Individual Survey Assignment</td>
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<td>Data Analysis 2</td>
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<td>30-Mar</td>
<td>SPRING WEEKEND</td>
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<td>6-Apr</td>
<td>Data Analysis 3</td>
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<td>13-Apr</td>
<td>Exam</td>
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<td>20-Apr</td>
<td>Group Project Work</td>
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<td>27-Apr</td>
<td>Presentations</td>
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<td>4-May</td>
<td>Presentations</td>
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