DESCRIPTION AND OBJECTIVES
The course provides an introduction to the conceptual and technical foundations of marketing research methodology. The purpose is to help students acquire basic marketing research concepts along with relevant skills via hands-on experience. Specifically, upon completion of the course you will:

1. Have a clear understanding of the research process and the steps involved
2. Be able to evaluate the quality of a research proposal
3. Be able to design and implement a specific research project
4. Be able to analyze and interpret data
5. Be able to communicate research findings in the language of decision makers

A major purpose of the course is to help students improve their skills and abilities for effective project management, teamwork, leadership, communication and presentation of ideas, integration of knowledge, critical thinking and analytical problem solving, and effective use of technology for solving business problems. This will be accomplished by teamwork and individual work that is required for the completion of a set of assignments during the semester, and a comprehensive Final Project. The course will also be guided by the basic tenets of the new College initiative, the Four Cs (Communication + Creativity + Critical Thinking + Emotional Control = Self-Confidence).

COURSE CONDUCT AND EXPECTATIONS
The course is based on lectures, discussions, assigned readings, assignments and exercises. You are expected to have completed assignments, read the assigned material and thought about it before, and rework class exercises and demonstrations after each class session.

The course has three major components that are intertwined: learning the basic concepts and definitions (tip for success: read the chapters carefully on a timely basis!), applying statistics to marketing research data (tip for success: go to http://onlinestatbook.com/rvls.html and take advantage of the virtual lab to refresh your basic statistics knowledge and skills, use the tutorial services provided by Business Learning Center in FCBE 256, and do not miss in class lectures and sample applications!), and hands on experience with SPSS (Statistical package for the social sciences) software (also an introduction to SAS Enterprise Guide) for data analysis (tip for success: rework every example after each class demonstration!).

There is no reason why you should not have an outstanding learning experience in this course if you exhibit the following characteristics. You are a student who:
is curious and interested in learning the material,
follows instructions carefully, but also exhibits creativity and imagination,
is an active participant; asks appropriate questions and responds to questions,
works well in a team environment,
invests at least **2 hours outside the class** for each hour spent in the class,
is interested in developing strong verbal and written communications skills, and
interested in improving critical thinking ability.

**Your commitment** to the class is critical for the learning process. As such, the success of the course is dependent on your commitment to the "4 Ps" of student involvement. Borrowing from Professor Shapiro of Harvard, these are:

1. **Preparation:** If you do not read the assigned material and engage in thoughtful preparation on a timely basis, you cannot have a meaningful learning experience in this course.
2. **Presence:** If you are not present you cannot learn and, more importantly, cannot add your unique thoughts and insight to the class discussion. You are expected to attend class regularly and take all exams. Normally, there will be no makeup for missed exams. In the case of illness documented and approved by appropriate offices at the University, you will be given a makeup test during the final exam week or at an earlier date. The assignment schedule and procedures in this class are subject to change as deemed necessary by the instructor. It is your responsibility to stay informed of any changes in the course calendar, assignments, and deadlines. All changes will be announced in class.
3. **Promptness:** Students who enter the classroom late disrupt the discussion and any other activity underway, slowing down the learning process. Therefore, please be prompt.
4. **Participation:** Your learning experience is best facilitated by regular participation. You have the responsibility to contribute to the learning process by sharing your knowledge, insight, judgment and experiences with the class.

My pledge to you is to follow *The Fogelman Code of Professionalism*, which includes, among others, the following: be accessible 24/7, come to class prepared and organized, nurture a learning environment, and never lack enthusiasm.

If your expectations are not being met or, if you are concerned about your grade or other course related matters, please talk to me as soon as possible during the semester. Appropriate accommodations will be provided to students with disabilities who present a memo from Student Disability Services (SDS).

**ADMINISTRATIVE INFORMATION**
To maximize learning, several Guidelines for Professional Conduct apply in this class. In particular, cheating, plagiarism, and collusion will not be tolerated. (Refer to the University of Memphis Student Handbook for more information.)

Academic misconduct and classroom misconduct can result in serious penalties, including receipt of a failing grade in the class, suspension, and expulsion from the University.

**TEXT BOOK (Custom Pack with SPSS 17 Student Version)): Malhotra (2009), Basic Marketing Research, 3rd Edition. Pearson Custom Business Resources.**

**PERFORMANCE EVALUATION**
Your performance will be evaluated on the basis of quizzes and tests, individual assignments, team assignments, and a comprehensive final project. Questions for tests may be drawn from the text, assigned
outside readings, exercises, lectures and discussion materials. The primary aim of the tests and projects is to
give you the opportunity to demonstrate applications of various marketing research concepts and tools,
critical thinking, and interpretation and presentation of analytical results. **Open book and open notes policy
is in effect for all tests/quizzes.** The following grading system will be used:

<table>
<thead>
<tr>
<th>Tests and Assignments</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 1</td>
<td>20pts</td>
</tr>
<tr>
<td>Test 2</td>
<td>20pts</td>
</tr>
<tr>
<td>Test 3</td>
<td>20pts</td>
</tr>
<tr>
<td>Team Assignments(TA)*</td>
<td>20pts</td>
</tr>
<tr>
<td>Final Project (teamwork or individual)</td>
<td>20pts  (Details will posted on the course Web site)</td>
</tr>
</tbody>
</table>

*Team Assignments:*
Team assignments are an integral part of the course. Teams of 3-4 individuals will be formed no later than
the end of the fourth class session of the semester. Each team will assume a “creative” name as a marketing
research ‘firm’. The team will be known with this company name during the entire semester. Once teams are
established, ideally they will remain intact until the course has been completed. However, the majority of
members of a team may decide to fire a member, but no one can resign from the team. If a team member is
fired, he/she will be responsible for the rest of the assignments as an individual, and will lose 25% of his/her
scores that were earned while working as part of the team. You should let me know as soon as possible if
your team is not functioning well. For the Final Project, you will be free to preserve your team or you may
quit your team and conduct the project alone.

Each team member will evaluate other team members separately by the end of the semester. This is done by
assigning a letter grade with a justification statement to each member to reflect his/her contribution to the
team effort (A = Excellent contributor, B = Good, C = Average, D = Barely satisfactory, and F = Not a
satisfactory contributor to the team effort). The evaluations will be submitted to the instructor on or before
the final exam meeting in one sealed envelop (each evaluator submits one sealed envelop containing his/her
evaluations of each team member). The peer evaluations are very important and remain confidential unless a
grade appeal is initiated by a student. Each evaluator will be judged in terms candor and thoroughness of the
peer evaluations he/she submitted and evaluations provided by other team members. The peer evaluations
will be used as a subjective input for the determination of the course grade.

**TENTATIVE COURSE CALENDAR AND SCHEDULE (Subject to change as deemed necessary by the instructor)**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic Coverage</th>
<th>Chapter(s)</th>
<th>Tests/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>I, June 7 (Classes begin on Monday, June 7)</td>
<td>M Introduction &amp; Orientation</td>
<td>1</td>
<td>TA1 Due: Video Case on p. 30 Questions 1 through 6</td>
</tr>
<tr>
<td></td>
<td>T Problem Definition/Research Design</td>
<td>2, 3</td>
<td>TA1 Due: Video Case on p. 30 Questions 1 through 6</td>
</tr>
<tr>
<td></td>
<td>W Exploratory/Descriptive/Causal Research</td>
<td>4, PP slides</td>
<td>TA1 Due: Video Case on p. 30 Questions 1 through 6</td>
</tr>
<tr>
<td></td>
<td>R Measurement and Scaling</td>
<td>PP slides</td>
<td>TA1 Due: Video Case on p. 30 Questions 1 through 6</td>
</tr>
</tbody>
</table>

II, June 14
Team assignments are an integral part of the course. Self-selected teams of 3-4 individuals will be formed during the first week of the semester. There are four (4) team assignments (TA). The final exam (Final Project) will also be a team project with the option to complete it alone. Each team will assume a “creative” name as a marketing research ‘firm’. The team will be known with this company name during the entire semester.

Once teams are established, ideally they will remain intact until the course has been completed. However, the majority of members of a team may decide to fire a member, but no one can resign from the team. If a team member is fired, he/she will be responsible for the rest of the assignments as an individual, and will lose 25% of his/her scores that were earned while working as part of the team. You should let me know as soon as possible if your team is not functioning well. For the Final Project, you will be free to preserve your team or you may quit your team and conduct the project alone. The Final Project has been posted on the course site.
Each team member will evaluate other team members separately by the end of the semester. This is done by assigning a letter grade with a justification statement to each member to reflect his/her contribution to the team effort (A = Excellent contributor, B = Good, C = Average, D = Barely satisfactory, and F = Not a satisfactory contributor to the team effort). The evaluations will be submitted to the instructor on or before the final exam meeting in one sealed envelop (each evaluator submits one sealed envelop containing his/her evaluations of each team member). The peer evaluations are very important and remain confidential unless a grade appeal is initiated by a student. Each evaluator will be judged in terms candor and thoroughness of the peer evaluations he/she submitted and evaluations provided by other team members. The peer evaluations will be used as a subjective input for the determination of the course grade.