Course Syllabus
MKTG-4080-001 – Marketing Research
Fall Semester, 2020
3.0 Credit Hours
(Last updated: 8/09/2020)

Instructor: M. Susana Jaramillo
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Office: BA 421
SkypeID: mariasusanaj1

Method of Instruction: Hybrid
Want to know more about hybrid classes? Click on the following link: Hybrid classes.

Classroom:
- **First month of instruction (From 08/18 to 09/15):** Online.
- **After the university resumes in-person instruction:** Classroom 265

Day and Time:
- **First month of instruction (From 08/18 to 09/15):** Tuesdays and Thursdays at 2:40 p.m.
- **After the university resumes in-person instruction:** Tuesdays 2:40 or Thursdays at 2:40 p.m. Since the online classes would become in-person classes at this point, students would have to choose what session they like to attend (T or TR). In both sessions, the professor will address the same topics. The idea with the hybrid classes is to allow students to keep an appropriate distance from their classmates. When the time comes, a survey will be sent to ask students to choose the day they would like to come to class (T or TR). **Note:** These plans are subject to change based on University policies.

Office Hours: The standard means for communicating with the instructor is via course email throughout the semester. However, zoom meetings or phone calls can be scheduled by appointment. To schedule a meeting, please send me an email with the following information: (1) Name and last name, (2) Class and section, (3) Topic, and (4) at least four time slots where you would be available to talk.

Course Overview:

The purpose of this course is to give students an overview of Marketing Research. It attempts to familiarize students with the main marketing research techniques used by organizations to
support their decision-making processes. To reach the objective of this course, the instructor will make an effort to provide learning tools that allow students to apply their knowledge and understand the relevance of the topics from a managerial standpoint.

*Note:* In hybrid courses, a good portion of the learning process takes place in online environments. Hybrid classes are designed to contain the same material as in-person classes and have a similar level of difficulty. However, online learning environments can be challenging, since the students are the ones responsible for meeting all the weekly deadlines. To be able to complete this course successfully, you should be *self-motivated* and be *able to manage your time*.

**Pre-Requisites / Co-Requisites:**

(1) SCMS 3711 – Business Analytics
(2) MKTG 3010 – Principles of Marketing

*Note:* To understand some of the topics, basic statistical knowledge is required.

**Required Texts (and Related Materials):**

- Clow and James / Marketing Research Principles *(Required)*

The textbook is available at the University Bookstore. To order the book, click in the following link: University Bookstore.

**Required Software:**

- IBM SPSS Statistics *(Required)*

To *get free access* to SPSS, you can use umApps. To use the umApps portal, you should follow the steps below:

1. Log on umApps using your UUID and password: [https://citrix.memphis.edu/vpn/index.html](https://citrix.memphis.edu/vpn/index.html).
2. Once you log on umApps, Access to Citrix Receiver. Citrix Receiver is the platform that allows Students, Faculty, and Staff from the University of Memphis to access specialized software remotely (without any cost). To access Citrix Receiver, you will have two options (1) to download the platform on your computer, or (2) to access from your browser. If you want to download the platform, click on the option Detect Receiver, which will be displayed on the platform's welcome page. To access directly from your browser, click on Use HTML5 version.
3. Once you get access to Citrix Receiver, click on the option Apps (located at the top of the page).
4. Scroll down until you find the option IBM SPSS Statistics 26.
5. Click on the icon, and start working on your data analysis.
Recommended Texts (and Related Materials):
I recommend that you subscribe to the newsletters or follow the topics from the following websites (optional):
- https://www.marketingweek.com/market-research/
- https://www.thedrum.com/us
- https://www.research-live.com/sections/news
- https://www.npd.com/
- http://marketresearchworld.net/
- https://hbr.org/topic/market-research
- https://www.economist.com/topics/market-research
- https://www.greenbook.org/mr/

Location of Course Materials:
All course materials (lectures, discussion topics, news, etc.) are located on the eCourseware website (opens in new window).

Note: Quizzes, discussions, exams, homework, and project instructions are available on a weekly basis. Although students will be able to see a list of modules from day 1, the quizzes, discussions, exams, homework and projects that students have to complete each week will be made available each Monday morning not later than 9 a.m.

Course Objectives:
At the end of the semester, students are expected to:
- Understand and recognize the importance of marketing research to help managers and organizations to make decisions.
- Plan a marketing research project to answer questions generated in marketing business settings.
- Analyze and interpret data resulted from a marketing research process.
- Perform basic data analyses based on data collection processes.
- Prepare a basic marketing research report and presentation.

Fogelman College (Learning Outcomes for Your Degree):
This course is designed to help you meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA degree program.
- **Goal 1:** Graduates will be effective communicators.
- **Goal 2:** Graduates will demonstrate critical thinking skills.
- **Goal 3:** Graduates will be knowledgeable about ethical factors in the business environment.
- **Goal 4:** Graduates will be knowledgeable about the global business environment.
- **Goal 5:** Graduates will be proficient users of business presentation and analysis technology.
Course Methodology

This is a hybrid course (50% online + 50% face-to-face). Half of the learning will be self-managed and self-paced, while the other half will require face-to-face instruction. Students will have to attend to the class via zoom or at the classroom and complete a list of tasks online. This class has three main components:

(1) Conceptual: Students will get familiar with the discipline language and basic concepts.
(2) Operational: Students will be applying statistics and conducting basic data analysis.
(3) Practical: Students will be using their conceptual and operational knowledge to come up with solutions to hypothetical business and marketing problems.

Note: Quizzes, discussions, exams, homework, and project instructions are available on a weekly basis. Although students will be able to see a list of modules from day 1, the quizzes, discussions, exams, homework, and projects that students have to complete each week will be made available each Monday morning not later than 9 a.m.

Professor's Expectations of Students:

To succeed in this course, students should have the following characteristics:

• They are self-motivated and eager to learn the material from the course.
• Are committed to the class and the classmates by actively participating in the online discussions.
• Are good at managing the time and dedicates enough time to learn the material of the course.
• Are responsible for their learning process and complete the course activities on time.
• Are honest and exhibit integrity values.
• Are respectful with their classmates and instructor, and demonstrate professionalism in each one of their interactions.

Student's Expectations of the Professor:

In my role as the instructor, there are certain things you can expect from me, including a well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria:

Throughout the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Note: Each one of your activities will be graded on a scale of 1 to 100 points.

Final Course Grades:

Grades will be weighted as stipulated in the exams and assignments section. The final grade for this class will be assigned based on the following table:
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Evaluations</th>
<th>#</th>
<th>Description</th>
<th>Points</th>
<th>Week</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #1</td>
<td>1</td>
<td>Week 1-5</td>
<td>10</td>
<td>Week 5</td>
<td>09/14</td>
</tr>
<tr>
<td>Exam #2</td>
<td>1</td>
<td>Week 6-11</td>
<td>10</td>
<td>Week 11</td>
<td>10/26</td>
</tr>
<tr>
<td>Exam #3</td>
<td>1</td>
<td>Week 12-13</td>
<td>10</td>
<td>Week 17</td>
<td>TBD</td>
</tr>
<tr>
<td>Quizzes</td>
<td>13</td>
<td>Week 1-13</td>
<td>20</td>
<td>Refer to Schedule of Activities</td>
<td></td>
</tr>
<tr>
<td>Discussion Boards</td>
<td>7</td>
<td>Week 1-13</td>
<td>20</td>
<td>Refer to Schedule of Activities</td>
<td></td>
</tr>
<tr>
<td>Group Assignment (Final Project)</td>
<td>1</td>
<td>Final Project</td>
<td>15</td>
<td>Refer to Schedule of Activities</td>
<td></td>
</tr>
<tr>
<td>Individual Exercises</td>
<td>5</td>
<td>Practical Exercises</td>
<td>15</td>
<td>Refer to Schedule of Activities</td>
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<tr>
<td>TOTAL</td>
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<td>100%</td>
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Course Topics:
The course will be divided into fourth major Units:

*Unit 1 Topics:* Introduction to Marketing Research. Readings: Chapters 1-2 in the Clow and James textbook.

*Unit 2 Topics:* Types of Marketing Research. Readings: Chapters 3-7 in the Clow and James textbook.

*Unit 3 Topics:* Sampling and Measurement. Readings: Chapters 7-9 in the Clow and James textbook.

*Unit 4 Topics:* Analyzing and Reporting Marketing Research. Readings: Chapters 12-14 in the Clow and James textbook.

List of Formal Assessed Activities

Below you will find a complete description of the assessed activities for the semester:

**Exams (30 points):** There will be three non-cumulative online exams. This means exam 1 includes the topics covered until week 1-5, exam 2 consists of the topics covered between exam 6 and week 11, and exam 3 consists of the topics between exam 2 and week 13.

**Discussions (20 points):** Students are expected to participate in 7 discussion boards. For the class, students must share their experiences as consumers and enrich the conversations by sharing their points of view about specific topics. Discussions boards are evaluated based on the quality of the students' comments, and the feedback provided to classmates. The
Discussion Board will become available every Monday, at the beginning of each module, and will be due on the Friday of each week.

**Quizzes (20 points):** Students have to complete 13 online quizzes (One per chapter). The quizzes will become available every Monday, at the beginning of each module, and will be due on the Friday of each week.

**Exercises (15 points):** Students will be asked to turn in five applied / practical assignments during semester individually. These assignments can be case studies, essays, applied research, or news analysis. The instructor will provide the dates and instructions for these assignments during the semester (See the schedule of Activities). Once homework is assigned (Monday), students will have one week to complete and submit the assignment.

**Group Assignments (15 points):** One group project will take place during the semester (maximum 5 people per group). The instructor will provide the dates and instructions for this assignment during the semester. Once the group project is assigned, students will have one week to complete and submit the assignment.

**Schedule of Activities:**
Below you will find a complete semester schedule of readings, activities, and due dates for assignments:

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings / Assignments / Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>T</td>
<td>08/18</td>
<td>Introduction to the Course The Role of Marketing Research</td>
<td>- Chapter 1. Clow &amp; James - Quiz #1 - Discussion #1</td>
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<td></td>
<td>TR</td>
<td>08/20</td>
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<tr>
<td>2</td>
<td>T</td>
<td>08/25</td>
<td>The Marketing Research Process</td>
<td>- Chapter 2. Clow &amp; James - Exercise #1 - Quiz #2</td>
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<td></td>
<td>TR</td>
<td>08/27</td>
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<tr>
<td>3</td>
<td>T</td>
<td>09/01</td>
<td>Secondary Data and Research</td>
<td>- Chapter 3. Clow &amp; James - Quiz #3 - Discussion #2</td>
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<td>TR</td>
<td>09/03</td>
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<td>4</td>
<td>T</td>
<td>09/08</td>
<td>Qualitative Research</td>
<td>- Chapter 4. Clow &amp; James - Exercise #2 - Quiz #4</td>
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<td></td>
<td>TR</td>
<td>09/10</td>
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<td>5</td>
<td>T</td>
<td>09/15</td>
<td>Observation Research</td>
<td>- Chapter 5. Clow &amp; James - Quiz #5 - Discussion #3</td>
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<td>TR</td>
<td>09/17</td>
<td></td>
<td><strong>Exam #1</strong></td>
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<tr>
<td>6</td>
<td>T</td>
<td>09/22</td>
<td>Survey Research</td>
<td>- Chapter 6. Clow &amp; James</td>
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<td></td>
<td>TR</td>
<td>Date</td>
<td>Topic</td>
<td>Chapters/Exercises</td>
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<td>7</td>
<td>T</td>
<td>09/29</td>
<td>Experimental Research</td>
<td>- Chapter 7. Clow &amp; James</td>
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<td>- Exercise #3</td>
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<td>TR</td>
<td>10/01</td>
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<td>- Quiz #7</td>
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<td>T</td>
<td>10/06</td>
<td>Sampling Procedures</td>
<td>- Chapter 8. Clow &amp; James</td>
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<td>- Quiz #8</td>
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<td>TR</td>
<td>10/08</td>
<td></td>
<td>- Discussion #5</td>
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<tr>
<td>9</td>
<td>T</td>
<td>10/13</td>
<td>Measurement Methods</td>
<td>- Chapter 9. Clow &amp; James</td>
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<td>- Exercise #4</td>
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<td>TR</td>
<td>10/15</td>
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<td>- Quiz #9</td>
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<td>10</td>
<td>T</td>
<td>10/20</td>
<td>Marketing Scales</td>
<td>- Chapter 10. Clow &amp; James</td>
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<td>- Quiz #10</td>
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<td>TR</td>
<td>10/22</td>
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<td>- Discussion #6</td>
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<td>11</td>
<td>T</td>
<td>10/27</td>
<td>Questionnaire Design</td>
<td>- Chapter 11. Clow &amp; James</td>
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<td>- Exercise #5</td>
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<td>TR</td>
<td>10/29</td>
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<td>- Quiz #11</td>
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<td><strong>Exam #2</strong></td>
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<td>- Quiz #12</td>
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<td>11/05</td>
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<td>- Discussion #7</td>
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<tr>
<td>13</td>
<td>T</td>
<td>11/10</td>
<td>Analysis of Differences and</td>
<td>- Chapter 13. Clow &amp; James</td>
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<td>Regression Analysis</td>
<td>- Quiz #13</td>
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<td>TR</td>
<td>11/12</td>
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<td>14</td>
<td>T</td>
<td>11/17</td>
<td>Data Analysis Exercises</td>
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<td>11/18 to</td>
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<td></td>
<td></td>
<td>11/24</td>
<td>Exam 3 + Final Project.</td>
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* The instructor will make every effort to follow the guidelines of this syllabus as listed; however, the instructor reserves the right to amend this document as the need arises. In such instances, the instructor will notify students in class and/or via email and will endeavor to provide reasonable time for students to adjust to any changes.

**Final Exam Schedule:**
The final exam for this class will be scheduled according to the [Registrar's academic calendar website (opens in new window)](http://registrar's-academic-calendar-website).
EMAIL:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a "full mailbox" condition, etc.) is the student's sole responsibility.

Note: To communicate with the professor, please use only the University of Memphis email (mjchvrri@memphis.edu). The use of the online platform to communicate with the professor may result in the professor not answering your email in a timely manner.

Attendance:
Since this is a hybrid class with an asynchronous component, formal (traditional) attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. To consider you attended one week of classes, you should have completed at least one of the activities due for that week, with a grade higher than 60 (from 100), or have attended to at least one online/in-person session.

For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar's website (opens in new window).

Academic Integrity:
Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (https://www.memphis.edu/osa/students/academic-misconduct.php).

Participation:
To be successful in this course as a student, you must:

- Stay active and involved throughout the entire semester.
- Participate in all interactive aspects of the course.
- Communicate regularly with the instructor as part of your overall learning experience.
- Check into the course frequently for announcements (usually on the course home page).
- Actively participate in threaded discussion events (both formal and informal).
- Logging into the course at least three times each week.
• Do your readings and prepare for each module beforehand.
• PLANNING is key; that way, you do not fall behind.
• Be thoughtful and professional during all the interactions you will have with your classmates and professor, for example, by email or in the discussion boards.

Classroom or Online Behavior:
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

Late Assignments/Exams:
Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related "Course Activity Summary / Schedule" for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor. A missed exam or assignment will get a grade of zero. Exams should be taken in the day and time scheduled for it. No make-up exams will be provided. Only under exceptional circumstances beyond the control of the student (death in a family or illness) supported by documentary evidence (like a doctor's note) will make-up exam be prepared. The make-up exam will be different from regular examination, and the student needs to see the instructor for the scope and nature of the exam.

Extra Credit:
Depending on the students' performance, extra credit may be offered in this course.

Reporting Illness or Absence:
Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student's responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

Inclement Weather:
In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).
Syllabus Changes:
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting the notification and nature of change(s) on the course bulletin board.

Student Services:
Please access the FCBE Student Services (opens in new window) page for information about:
- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

COVID-19 Health and Safety Policy - Masks and Social Distancing:
All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

Student Health:
Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations:
If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (https://www.memphis.edu/drs/index.php)

Student Resources:
Students who need additional resources can contact the Dean of Students Office at https://www.memphis.edu/deanofstudents/crisis/index.php.