**teaMarketing 345 Section 001**

**Marketing Research**

**Fall 2016**

**Tue/Thu 2:00-3:15pm**

**Instructor**: Dr. Meike Eilert **Office Hours**: Tue/Thu: 3:30-4:30pm

By Appointment

**E-mail:**  meike.eilert@unl.edu

**Office**: CBA 325 **Class Location**: CBA 104

**Prerequisites**  Marketing 341; Economics 215 or equivalent statistics course

**Text Book (Required)**

Marketing Research Essentials by Carl McDaniel, Jr. and Roger Gates, 8th Edition, (John Wiley & Sons, Inc.). ISBN 978-1-118-24932-1

\* Earlier versions (7th or 6th) may be substituted

\*\* All software is available in the CBA computer lab so purchasing a version of the book with the software is not required

**Software**

Qualtrics

We will use Qualtrics to design online surveys. As a UNL student you have access to a free account when using your student email address (Sign up using the following link: http://www.qualtrics.com/academic-solutions/university-of-nebraska-lincoln-college-of-business-administration/).

SPSS

As a student in the marketing research class, you can get a SPSS license on your computer for free. I will provide you with the details in the first weeks of the class. Also, SPSS is available in the CBA computer labs.

**Credit Hours** Three

**Course Description**

Investigates the theory and practice of marketing research with emphasis on the problem-oriented nature of marketing research and how research activities are implemented by marketing researchers and used by managers.

**Course Objectives**

* Gain a well grounded understanding of key concepts in marketing research.
* Be able to apply these concepts to business and life situations.
* Understand what data is necessary to make sound marketing decisions.
* Be able to design marketing programs based on what we know about consumer behavior.
* Be able to communicate observations and knowledge of consumer behavior principles effectively.

**Class Material**

Classes will cover a wide array of material, and exams will contain questions taken from the online and in-class lectures, in-class handouts, and the text. While the outline for course topics corresponds to chapters in the text, at times the content of the material for a particular class can deviate from that listed on the syllabus. Thus, class coverage may involve spending more than the allotted time on a topic that necessitates more classroom time, current events, or applications of marketing concepts which are not covered in your text. Consequently, some topics covered in your text may not be specifically addressed in classroom lectures.

**All class materials (presentations, assignments) are posted on Blackboard.** **Hard copies of assignments or handouts will be available outside my office (CBA 325) after class in case you missed them in class.**

**Class Procedures and Guidelines**

Withdrawals after the official drop date and academic dishonesty will be dealt with in accordance with published school policies. Please read the university’s Honor Code.

Students are expected to arrive on time for class with their textbooks and assignments and are expected to have read the assigned chapter.

I will use TechSmith Relay to present much of the course material. A link to the presentations which substitute in-class lectures will be posted on Blackboard two days before class at the latest. A PowerPoint version of the presentation as well as other course information and materials will be made available to students on Blackboard the day of the class. Handouts distributed in class will be available outside my office after class.

**Please ensure that you have set your default email address on the Blackboard system to the one you actually use. I use Blackboard for all class communication.**

**Gradingq**

This grading scale is provided so that you can assess (or forecast) your final grade at any point in the semester and so that you will have all possible understanding of how grades are computed.

I do not provide grade information over the telephone or via email. Please do not call or email requesting grade information. All grades will be posted on BB.

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| --- | --- | --- |
|  | **Total points (750)** | **% of Overall Grade** |
| Exams (3 @ 150 points) | 450 | 60% |
| Project | 180 | 24% |
| Homework | 50 | 8% |
| Participation (30 pts reflection papers / 40 pts in-class) | 70 | 8% |
| **Total** | **750** | **100%** |

**Grading scale**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| A+ | 97% - 100.00% | B+ | 87% - 89.99% | C+ | 77% - 79.99% | D+ | 67% - 69.99 % |
| A | 92% - 96.99% | B | 82% - 86.99% | C | 72% - 76.99% | D | 62% - 66.99% |
| A- | 90% - 91.99% | B- | 80% - 81.99% | C- | 70% - 71.99% | D- | 60% - 61.99% |
|  |  |  |  |  |  | F | 0% - 59.99% |

**Exams (3 @ 150 points each)**

There will be three non-comprehensive tests in this course, each covering multiple chapters. You are responsible for textbook chapters, class discussion material, handouts, and outside material that is assigned. The test questions will be mostly multiple choice formats, but can include story problems, short answer or other open-ended question formats, if needed, due to the material being covered.

Students are responsible for showing up on time for the scheduled exams. Students will not be able to start the exam (if they are late) after the first student has completed and turned in the exam. Cell phones, Smartphones, iPods or other MP3 players and computers will not be allowed to be used or in view during the tests. Like the airlines all electronic equipment is to be turned off and stowed away. Using a cell phone for any reason is considered cheating and any cheating attempt will result in a zero on the exam.

If a student misses a test for an undocumented reason, he/she will automatically receive a zero on that test. If the student presents a valid documented excuse either before the test or within 48 hours after the test, he/she will be able to take a make-up exam. Examples of documented excuse include serious family emergencies and hospitalization. All excuses must be accompanied by a note that is signed and dated by an appropriate authority. Unusual circumstances will be dealt with on a case by case basis.

**Project (180 points)**

Projects are to be done in groups of 1-4 people. These assignments are aimed at allowing individuals to put into practice concepts discussed in class lectures. Due dates are below and on BB. **Questionnaires and data sets turned in late (that includes files turned in immediately after class) are penalized 4 points immediately, and 4 more points for each additional day that it is late.**

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| --- | --- | --- | --- |
| **Project Component** | **Points** | **Description** | **Due Date** |
| Project proposal & literature review | 20 | * Identify potential problems or opportunities for your brand through a literature review and propose your research for the semester | 09/08 |
| Qualitative Research | 40 | * Develop an interview discussion guide and complete an interview/focus group to explore problems/opportunities further. Develop hypotheses you want to test through your survey | 09/29 |
| Presentation and Report  Deadlines  Questionnaire: 10/20  Data set: 11/08 | 120 | * Develop a questionnaire (in Qualtrics) to test your hypotheses from Lab#2 * Develop a data collection strategy using different collection methods and collect data * Clean, code, analyze and interpret all the questions from your questionnaire * Conduct tests to examine your hypotheses (all in SPSS) * Create a presentation or report about your findings from your research and present it to the class | 12/15 |
| **Total** | **180** |  |  |

Choose other members for your project carefully. Split off poor contributors – You can change groups/members throughout the project. I will not adjust grades based on unequal participation - everyone in the group gets the same grade. You may split off someone up to 5 days (120 hours) prior to the due date. Notify me and the person split off immediately - if you do not notify him/her and me at least 120 hours in advance, his/her name must go on the project stage. Get started on projects early, and carefully examine the contribution of your teammates.

When a team splits up, all materials prepared to that point on the current project and previous projects must be immediately given to both sides. Anyone refusing to share materials in their possession within 24 hours of the split, as long as I am notified immediately, will be penalized up to 50% on that part. Persons receiving materials from others in the group are responsible for verifying materials immediately.

**Homework Assignments (5 @ 10 points each)**

There will also be five small group (1-2 people) take home exercises to help you further understand a concept, tool, term, statistic, etc. These will always revolve around something we've already learned and supporting material can either be found in the book, handouts, and presentations posted on BB. **Homework that is late will not be accepted and will receive 0 points.**

**Class Participation (70 points)**

Class participation will be graded 0 to 70 at the end of the semester. 30 points are allocated to 2 reflection papers (15 points each). One reflection paper is due after the first half of the semester and the second one is due the second half of the semester (please refer to syllabus for deadlines). Each paper should be at least one page long (single-spaced, 12-pt font) and can cover your reflection on parts of the research project, class materials, other experiences or current events that relate to or can be related to marketing research.

40 points are allocated to your in-class participation. I use a seating chart to take roll each class. Do not sign in for a peer student who is running late or absent. This behavior will automatically result in a failing grade for participation for you and the student that you signed in.

* All students are expected to be active participants in the class. In addition, this participation must be both valuable and relevant. There are two types of participation that I will be looking for throughout the semester: **A)** comments during the discussion, such as answering questions I pose, or asking questions about the material, **B)** Comments that show obvious preparation before class, by using the terminology or content of the material to be discussed that day. Instances of participation behavior **B** add points much faster than instances of **A**.
* Class disruptions which are unprofessional behaviors such as chatting with neighbors, passing notes, sleeping, writing letters, reading the newspaper, working on material not relevant to the lecture, leaving your chair or class (whether you come back or not) with no prior warning to me, using other electronic device beyond a simple calculator or a laptop, allowing cell phones or other devices to disturb class, etc. subtract points.
* While there is no formal attendance policy, repeatedly missing class will also reduce your class participation score. Also, attendance ≠ participation. If you know that you are not a great participant in class, try to demonstrate your participation in the class in other ways (e.g., active participation during labs, showing up to office hours, posting examples of companies applying marketing research concepts from this class on the BB discussion board, etc.).

**Disabilities**

I encourage students with disabilities to contact me for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

**Academic Freedom**

The material in this class is hardly controversial, but the topic of academic freedom is nonetheless important. The principle of academic freedom asserts that any opinion on a topic under discussion may be expressed in an academic forum, no matter whom or how many it offends. This principle is the bedrock of knowledge in a free society, and yet it periodically comes under attack by people who believe that society, or some individuals, are damaged by the unfettered expression of opinion. In fact, a free society and the progression of knowledge itself cannot long survive without the open and protected expression of even the most offensive ideas. The University of Nebraska ascribes to the principles of academic freedom, as do I. My classrooms are free-speech zones, and I encourage you to speak your minds on the topics under discussion. If you believe that you may not express some of your ideas in my classroom without fear of some kind, I encourage you to see me immediately. I will do everything I can to put it right. If you find that you cannot express relevant ideas in other classes, I would be interested, on behalf of myself and other faculty, to hear about it.

**Academic Honesty**

A.      **Academic dishonesty is defined as cheating on tests and assignments, plagiarism, misrepresentation, aiding other students in academic dishonesty, and other behaviors in the student judicial code of conduct, section 4.2 (**[**http://stuafs.unl.edu/ja/code/three.shtml**](http://stuafs.unl.edu/ja/code/three.shtml)**).**  Make sure that the students understand that **if they copy, or substantially copy, work from anyone else on a paper, they must put it in quotes and cite the source.  Otherwise, it is plagiarism**.

B.      **The penalties for academic dishonesty will be severe, from an F on the test or assignment, or an F in the class, up to and including expulsion from the university.**  Be certain that they understand that **you will report ALL cases of academic dishonesty to the Dean of Students at UNL, who will place a report in their file** (then make sure you do that – if the Dean of Students’ office notices that a student had two or more such reports, the student will be called in to speak with the Dean.  If more instances are found upon investigation, they may be expelled).  The Dean of Students will have a web site where instructors can make reports.

C.      **If plagiarism or other forms of academic dishonesty are found on a group work assignment, it is possible that every member of the group will be punished.**  It is to the student’s advantage to check out anything that doesn’t seem like the work of his or her group members.

**Class Schedule:** This schedule is tentative and subject to change. All changes are announced on Blackboard and via email.

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| **Date** | **Topic** | **Assignment Due** |
| 08/23 | Syllabus |  |
| 08/25 | Marketing Research Process and Ethics |  |
| 08/30 | Problem Definition and Secondary Data |  |
| 09/01 | Databases and GIS |  |
| 09/06 | Project Day (Research Proposal) |  |
| 09/08 | Structuring a Focus Group | Project: Research Proposal |
| 09/13 | Implementing a Focus Group |  |
| 09/15 | Project Day (Focus Group / In-depth Interview) |  |
| 09/20 | Exam 1 |  |
| 09/22 | Observation Research (Mystery Shopping) |  |
| 09/27 | Experiments | Homework: Mystery Shopping |
| 09/29 | Developing Questions to Test Hypotheses | Project: Qualitative Research |
| 10/04 | Questionnaire Design | Homework: Question Development |
| 10/06 | Project Day (Questionnaire Design) |  |
| 10/11 | Exam 2 |  |
| 10/13 | Project Day (Questionnaire Design) |  |
| 10/18 | Fall Break – No Class |  |
| 10/20 | Preparing for Data Collection (Sampling) | Project: Questionnaire |
| 10/25 | Reading and Interpreting Statistical Output |  |
| 10/27 | Basic Data Analysis |  |
| 11/01 | Testing for Differences | Homework: Basic Data Analysis |
| 11/03 | Testing for Associations |  |
| 11/08 | Project Day (Data Analysis) or Guest Speaker | Project: Data Set  Homework: Testing for Differences & Associations |
| 11/10 | Project Day (Data Analysis) or Guest Speaker |  |
| 11/15 | Exam 3 |  |
| 11/17 | Project Day (Data Analysis) or Guest Speaker |  |
| 11/22 | Project Day (Data Analysis) or Guest Speaker |  |
| 11/24 | Thanksgiving – No Class |  |
| 11/29 | Project Presentations |  |
| 12/01 | Project Presentations |  |
| 12/06 | Project Presentations |  |
| 12/08 | Project Presentations | Project: Presentation/Report **due 12/15** |