Course: Marketing Research  
Section: MARK 4311-002  
Term: Spring 2015  
Lecture Hours: M W 5:30 – 6:50 PM  
Class Location: COBA 152

Instructor: Scott Hanson  
Email: scott.hanson@uta.edu  
Office: COBA 234  
Office Hours: M W 7:00 – 8:00 PM  
Pre-Requisites: 60 Hours (Junior Standing)  
60 Hours (Junior Standing)  
MARK 3321 (C or Better)  
BSTAT 3321

### Course Description

This course provides an overview of the entire marketing research process, which means it covers quite a bit of material. Students will gain a fundamental understanding and appreciation of marketing research methods, practices, applications, and outcomes. Course requirements include demonstration of knowledge of text material and lecture content, class engagement and participation, and a team research project conducted on behalf of a local client.

### Student Learning Outcomes

Based on active learning and participation in this course, students should be able to...

- Identify and define the fundamental marketing research concepts, methods, and practices.
- Determine the appropriate marketing research applications to address specific research objectives.
- Utilize the standard basic statistical techniques in the SPSS statistical package.
- Describe the approaches to measurement and sampling as they apply to marketing research decisions.
- Effectively interpret research findings and produce recommendations for marketing actions.

### Required Materials

- **Textbook**  
  Marketing Research, 7th Edition  
  Alvin C. Burns & Ronald F. Bush,  
  Publisher: Pearson Education

- **IBM SPSS Statistic Grad Pack 22.0 BASE**  
  You may purchase a 12-month license for the student version (Windows or Mac) for $69 here: [http://studentdiscounts.com/ibmspss22basedownloadgradpack.aspx](http://studentdiscounts.com/ibmspss22basedownloadgradpack.aspx)  
  SPSS is installed in computer labs on campus; you may view a list of software by lab here: [http://www.uta.edu/oit/cs/computerlabs/software/index.php](http://www.uta.edu/oit/cs/computerlabs/software/index.php)

- **Exam Materials**  
  882-E Scantron Forms  
  No 2 Pencils  
  Basic Calculator (No Graphic Calculators or Cell Phones)

- **UTA Email**  
  Students will work in teams to complete a course project which will require communication among team members.  
  Students should be in the habit of checking their UTA email account frequently and should be responsive to team members’ communications.
## Course Schedule (Subject to Change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W – 01/21</td>
<td>Course Overview</td>
<td>Chapter 01</td>
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<tr>
<td></td>
<td></td>
<td>Introduction to Marketing Research</td>
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<tr>
<td></td>
<td>M – 01/26</td>
<td>Introduction to Marketing Research</td>
<td>Chapter 01</td>
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<td></td>
<td>The Marketing Research Industry</td>
<td>Chapter 02</td>
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<td></td>
<td>W – 01/28</td>
<td>Process, Problem Definition, Research Objectives</td>
<td>Chapter 03</td>
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<td></td>
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<td>Team Project: Team leaders submit team names &amp; members via email</td>
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<tr>
<td>2</td>
<td>M – 02/02</td>
<td>Guest Speaker: Project Client</td>
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<td></td>
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<td>Team Project: Team leaders conduct client interviews</td>
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<tr>
<td></td>
<td>W – 02/04</td>
<td>Research Design</td>
<td>Chapter 04</td>
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<td>Team Project: Match teams with focus areas</td>
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<tr>
<td></td>
<td>M – 02/09</td>
<td>Qualitative Research Techniques</td>
<td>Chapter 06</td>
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<td></td>
<td></td>
<td>Team Project: Submit research objectives &amp; plans via Blackboard</td>
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<tr>
<td></td>
<td>W – 02/11</td>
<td>Measurement, Questions, Questionnaire Design</td>
<td>Chapter 08</td>
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<td>Team Project: Return research objectives &amp; plans, discussion to follow</td>
<td></td>
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<tr>
<td>3</td>
<td>M – 02/16</td>
<td>Team Project: Team research material development work day</td>
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<tr>
<td></td>
<td>W – 02/18</td>
<td>Descriptive Analysis</td>
<td>Chapter 12</td>
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<td>Team Project: Research material switch / review / discussion</td>
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<tr>
<td>4</td>
<td>M – 02/23</td>
<td>Team Project: Team research material revision work day</td>
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<td></td>
<td>W – 02/25</td>
<td>Exam Preparation</td>
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<td></td>
<td></td>
<td>Team Project: Finalize and submit research materials</td>
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<td>5</td>
<td>M – 03/02</td>
<td>Mid-Term Exam</td>
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<td></td>
<td>W – 03/04</td>
<td>Selecting the Sample</td>
<td>Chapter 09</td>
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<tr>
<td>6</td>
<td>03/11–15</td>
<td>Spring Vacation</td>
<td></td>
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<tr>
<td>7</td>
<td>M – 03/16</td>
<td>Determining the Size of a Sample</td>
<td>Chapter 10</td>
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<td></td>
<td>W – 03/18</td>
<td>Guest Speaker: PepsiCo</td>
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<tr>
<td>8</td>
<td>M – 03/23</td>
<td>Population Estimates, Hypothesis Testing</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td>W – 03/25</td>
<td>Population Estimates, Hypothesis Testing</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>9</td>
<td>M – 03/30</td>
<td>Implementing Basic Differences Tests</td>
<td>Chapter 13</td>
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<tr>
<td></td>
<td>W – 04/01</td>
<td>Implementing Basic Differences Tests</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>10</td>
<td>M – 04/06</td>
<td>Making Use of Associations Tests</td>
<td>Chapter 14</td>
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<tr>
<td></td>
<td>W – 04/08</td>
<td>Understanding Regression Analysis Basics</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>11</td>
<td>M – 04/13</td>
<td>Understanding Regression Analysis Basics</td>
<td>Chapter 15</td>
</tr>
<tr>
<td></td>
<td>W – 04/15</td>
<td>The Research Report</td>
<td>Chapter 16</td>
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<tr>
<td></td>
<td></td>
<td>Team Project: Close surveys, preliminary analyses</td>
<td></td>
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<tr>
<td>12</td>
<td>M – 04/20</td>
<td>Team Project: Team analysis work day</td>
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<tr>
<td></td>
<td>W – 04/22</td>
<td>Team Project: Team analysis work day</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>M – 04/27</td>
<td>Team Project: Team presentation rehearsals for 05/04</td>
<td></td>
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<tr>
<td></td>
<td>W – 04/29</td>
<td>Team Project: Team presentation rehearsals for 05/06</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>M – 05/04</td>
<td>Team Project: Team presentations, written reports due</td>
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<tr>
<td></td>
<td>W – 05/06</td>
<td>Team Project: Team presentations, written reports due</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>05/09–15</td>
<td>Final Exams</td>
<td></td>
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</tbody>
</table>
Attendance Policy

The University of Texas at Arlington does not require professors to take attendance. Each faculty member is free to develop his/her own methods of knowledge assessment and performance evaluation, including establishment of course-specific attendance policies. I prefer not to record attendance and not to include attendance as an explicit component of the course grade. Frankly, I believe there is an inherent penalty to repeated or prolonged absences from lecture.

Class Preparation / Participation

The classroom provides an opportunity for you to develop the ability to communicate your thoughts and recommendations for marketing research efforts to address specific business objectives. Regardless of the industry you intend to join or the career you intend to pursue, you will undoubtedly come into contact with marketing research in some form. Although this course is not expected to fully prepare you to be a practitioner of marketing research, successful students should be competent consumers, and possibly commissioners, of such research. Students who complete the text assignments prior to lecture will be more prepared to understand the lecture content and participate in class exercises and discussions.

Knowledge Assessment

Final grades will be calculated based upon the following formula and grade classifications:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Share</th>
<th>Grading Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>40%</td>
<td>A: 90 – 100</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>15%</td>
<td>B: 80 – 89</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
<td>C: 70 – 79</td>
</tr>
<tr>
<td>Team Project</td>
<td>40%</td>
<td>D: 60 – 69</td>
</tr>
<tr>
<td>Client Interview</td>
<td>5%</td>
<td>F: &lt; 60</td>
</tr>
<tr>
<td>Research Objectives &amp; Plan</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Research Materials</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Written Report</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Peer Evaluations</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Homework / Class Exercises</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Letter Grades

Your letter grade will be determined based on the points accrued by completing the above course components. There will be NO predetermined grade distribution or grading curve. Scores will be rounded to the nearest whole number.
Homework

Homework assignments are due at the beginning of the lecture session. Unless otherwise stated, emailed assignments will not be accepted. Homework will consist of individual and group assignments; students should adhere to the guidelines when completing assignments.

Exams

There will be two Exams offered during this course. Students are responsible for the material covered in the specified chapters of the course text as well as any supplemental information presented in lecture and any practical elements addressed as part of the Team Project.

The Mid-Term Exam will cover Chapters 1-4, 6, 8, and some material from Chapter 12, as well as material presented in lectures through February 23rd.

The Final Exam will be comprehensive, with an emphasis on post-Mid-Term material. The Final Exam will be conducted at the time and location specified by the University.

Class Exercises

Lecture sessions may include class exercises which require students to participate in discussions, activities, and/or demonstrations. Participation may be assigned for some exercises and voluntary for others; participation will be documented and tracked throughout the semester and will be included in the final grade for the course.

Team Project

Students will work in teams with a local client to design, execute, and deliver a research project to address specific research questions in support the client’s business objectives. This project will take up a large portion of course time; consequently, it accounts for a large portion (40%) of the course grade. Teams will be responsible for executing all project components, including a presentation of results and written report. Project details are provided separately.

Final Grades

Students’ final grades will reflect their effort and performance in the course. Although I will extend you every reasonable form of assistance and support to help you succeed, your grade is ultimately your responsibility. I expend every effort to maintain complete objectivity during grading and to treat each student with the degree of professional respect and fairness I would extend to colleagues in the workplace. That said, I do not make a practice of adjusting grades through extra credit assignments (beyond any offered to the entire class) or general “tweaking” to bring a final grade to a level acceptable to the student or other interested parties, including family, friends, and university officials.
University of Texas at Arlington Syllabus Policies & Procedures

Drop Policy
Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student’s responsibility to officially withdraw if he/she does not plan to attend after registering. **Students will not be dropped automatically for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as a result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Academic Integrity
The philosophy of the University of Texas at Arlington is that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents’ Rules and Regulations, Series 50101, Section 2.2) Students involved in academic dishonesty will be disciplined in accordance with University regulations and procedures, and may be suspended or expelled from the University.

Students enrolled in UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

- I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
- I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in suspension or expulsion from the University.

In addition to being referred to the Office of Student Conduct, any student caught cheating on an exam, assignment, or quiz in this course will receive a grade of zero on that exam, assignment, or quiz.

Copying or attempting to copy exam questions during the administration of the test or when they are returned for review (e.g., taking pictures of the questions, copying them by hand) is considered a violation of the university’s standards for academic integrity and will be reported to the Office of Student Conduct.
Electronic Communication

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking that account regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems, or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Writing Center

The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, Quick Hits (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit https://uta.mywconline.com/ to register and make appointments. For hours, information about the writing workshops offered, to schedule a classroom visit, and descriptions of the services offered for undergraduates, graduate students, and faculty members, please visit www.uta.edu/OWL/.

Student Support Services

The University of Texas at Arlington supports a variety of student programs that help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and other federally funded programs. Students requiring academic, personal, or social assistance should contact the Office of Student Success Programs (817.272.6107) for more information and appropriate referrals.

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as “lecture”, “seminar”, or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on accessing the SFS for this course will be sent directly to each student through MavMail approximately 10 days prior to the end of the term. Each student’s feedback enters the SFS database confidentially; data from all students enrolled in the course are reported in aggregate. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly encouraged to participate. For more information, visit http://www.uta.edu/sfs.
Title IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law “Title IX” such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.

Accommodations for Students with Disabilities

The University of Texas at Arlington is committed to both the spirit and letter of federal equal opportunity legislation (reference Public Law 92-112 - The Rehabilitation Act of 1973). With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

Faculty members are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. If you believe you are entitled to special accommodations because of a disability, please see me within the first two weeks of class so that I can make necessary and appropriate arrangements.

It is your responsibility to provide authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations is available at www.uta.edu/disability, and at the Office for Students with Disabilities in University Hall Room 102 or 817.272.3364.

Inclement Weather Policy

In the event classes are cancelled or postponed or University offices are closed or have a delayed opening due to bad weather, the very latest status is available on the UTA home page (http://www.uta.edu) as soon as the decision is made. In addition to the home page, the information is posted on UTA cable channel 98.

The University notifies major local radio and television stations within minutes of their decision to close or delay.

Students may also call 972.601.2049 for recorded messages regarding class and office status. This and additional information are available through the UTA Public Affairs Office.

Emergency Exit Procedures

Should we experience an emergency event that requires vacating the building, students should exit the room and move toward the nearest exit, which is located to the right just outside the classroom. When exiting the building during an emergency, use stairwells rather than elevators. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

COBA Policy on Bomb Threats

Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed $4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UT Arlington has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentations/tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice, which will be posted on/near the main doors on the south side of the Business Building. If the bomb threat is received while class is in session, the instructor will ask you to leave the building and reconvene at another location. Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester’s free parking in the Maverick Garage across from the Business Building. UTA’s Crimestoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817.272.5245.