



## MKT 3230: Marketing Research

2021 Winter Session	
<b>Total Class Sessions: 25</b> <b>Class Sessions Per Week: 6</b> <b>Total Weeks: 4</b> <b>Class Session Length (Minutes): 145</b> <b>Credit Hours: 4</b>	<b>Instructor: Staff</b> <b>Classroom: TBA</b> <b>Office Hours: TBA</b> <b>Language: English</b>

### Course Description:

This course provides a hands-on, practical approach to conducting work involved in the actual marketing research process. Marketing research involves designing research questions, collecting and analyzing data, with a view to making better marketing decisions. Students will develop the knowledge and skills needed to understand marketing research and create effective marketing research strategies.

Prerequisite: MKT 2110 and STAT 2110 or equivalent marketing and statistics courses.

### Course Assignments:

#### **Homework:**

Late homework will not be accepted. Students must submit a hardcopy of completed homework. Solutions to homework will be posted to the course website.

#### **Quizzes:**

There will be 6 quizzes administered through the whole semester and the lowest one will be dropped. Quizzes will always be completed in the first ten minutes of class. The quiz problems will be similar to homework problems and in-class examples. There will be no make-up quizzes.

#### **Exams:**

Exams will consist of multiple choice and short answer questions. Questions on the exams will test knowledge and application of the student's knowledge. There will be two midterm exams in this course. Each exam will be closed book. The two midterms are not cumulative. The final exam will be cumulative. It will be a closed-book, closed-note three-hour exam.

#### **Group Project:**

The centerpiece of this class is the group project. Students will work in groups of four members to conduct marketing research for the industry of their choosing. The project will include all steps of the research process from formulation of the research problem, conducting consumer analysis, surveying and analyzing data, and finally reporting your findings.

A series of project checkpoints is included in this syllabus. The exact requirements will be explained later in class. Every step of the research project should be completed in a professional manner. The materials handed in at the various deadlines will be graded on their own, and will count toward the final project grade. The final deliverables will include written reports and a final group presentation.

**Individual Project: Research Paper Summary:**

Before the semester ends, each student has to write a summary of a journal research paper on topics related with this course, for example, marketing research, consumer behavior, or any other topics proved by the instructor in class. Notice that the article selected must be a research article from journals, but not a review, a case, or other types. Summaries should be written in a 1000-1300 words length and formatted in APA style.

Here listed some main points that should be covered in the paper summary:

What is the article about?

How does this article relate to topics covered in this class?

Write down two questions you come up with when you read the paper and explain your answers to them.

Comments on the logic development of the paper itself.

How could the conclusions of the paper applied to marketing research?

**Course Assessment:**

Homework Assignments	5%
Quizzes	5%
Group Project	15%
Individual Project	15%
Midterm Exams 1	20%
Midterm Exams 2	20%
Final Exam	20%
<b>Total</b>	<b>100%</b>

**Grading Scale (percentage):**

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-	93-	90-	88-	83-	80-	78-	73-	70-	68-	63-	60-	<60
100	97	92	89	87	82	79	77	72	69	67	62	

**Course Materials:****Textbook:**

*Marketing Research*, Alvin Burns and Ronald Bush, 8<sup>th</sup> Edition

*Why We Buy: The Science of Shopping - Updated and Revised for the Internet, the Global Consumer, and Beyond*, Paco Underhill

**Course Format and Requirements:**

Students will gain their knowledge of marketing research in this course through lectures, class discussions, a community-based group project, and a number of homework assignments. Since it is virtually impossible to cover every point made in the text in class, lectures will concentrate on



the most important and more challenging material contained in each text chapter. Lectures will also often include material beyond what is included in the text.

**Attendance:**

Attendance will not be taking but all quizzes will be the first priority in class. Arriving late may cause you to miss a quiz, impacting your performance assessment. There is no made-up quiz.

**Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

**Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

**Course Schedule:**

Class 1:

Overview of the course;  
Go through syllabus;  
Self-introduction;  
Students form discussion group;  
Introduction and Research Design

Class 2:

The Nature of Marketing Research;  
The Marketing Research Process;

Class 3:

The Value of Marketing Research  
Understanding the Client;

Class 4:

Quiz 1  
The Marketing Research Industry  
Marketing Research Ethics;



Class 5:  
Problem Definition;  
Research Objectives

Individual Project: Introduction and objective  
Individual Project: Begin finding journals

Class 6:  
Problem Definition; (Cont.)  
Research Objectives; (Cont.)  
Descriptive Statistics;  
Catch-Up;  
Review for Midterm 1

Group Project: Introduction & Objectives

Class 7:  
Midterm 1

Individual Project: Read instructor's feedback on paper selection

Class 8:  
Research Design;

Class 9:  
Secondary Data;  
Primary Data

Class 10:  
Quiz 2  
Secondary Data; (Cont.)  
Primary Data; (Cont.)  
Survey Data Collection Methods

Class 11:  
Measurement

Class 12:  
Questionnaire Design;

Class 13:  
Quiz 3  
Experiments;  
Attitude Measurement



Group Project: Initial questionnaire due

Individual Project: Meet with instructor to finalize journal paper selection

Class 14:

Sample Selection

Group Project: Meet with Instructor to finalize questionnaire

Class 15:

Sample Selection; (Cont.)

Determine Sample Size

Catch-Up;

Review for Midterm 2

Group Project: Begin data collection

Class 16:

Midterm 2

Class 17:

Statistical Inference;

Basic Data Analysis;

Group Project: Complete Data Collection

Class 18:

Quiz 4

Regression Analysis I;

Conjoint I;

Class 19:

Regression Analysis II;

Conjoint II

Individual Project: Summary Outline Due

Class 20:

Logistic Regression;

Cluster Analysis;

Factor Analysis I

Group Project: Work in groups to complete the project

Group Project: Meet with instructor to discuss any remaining project related issues



Class 21:

Quiz 5

Factor Analysis II;

Perceptual Map;

Multinomial logistic regression;

Class 22:

Difference Tests

Presenting Results;

Secondary Data Sources;

Class 23:

Quiz 6

Standardized Sources;

Statistical Association

Class 24:

Marketing Research in Social Media

Qualitative Research Methods;

Group Project: Final Presentation, Report Due

Class 25:

Project Work Day–Mandatory Attendance

Review for final exam

Individual Project: Research Paper Summary Due

Final Exam (Cumulative): TBA