



**Advanced Research Analysis - MARK 5343 – Spring 2013**  
**Dr. Doug Grisaffe**  
**Syllabus**

**Course Number, Section, and Title:** MARK 5343 (section 001), Advanced Research Analysis 1

**Time and Place of Class Meetings:** COBA 349, Thursday 2:00PM - 4:50PM

**Instructor Name:** Dr. Doug Grisaffe

**Office Number:** #218 COBA

**Preferred Mode of Contact - Email Address:** grisaffe@uta.edu

**Back up Mode of Contact - Office Telephone Number:** 272-0772

**Office Hours:** One hour prior to class 1PM – 2PM Thursdays – additional availability by appointment

**Course Materials:** All materials will be available for access through UTA Webct

**Description of Course Content from Catalog:**

5343. ADVANCED RESEARCH ANALYSIS I (3-0) - Focuses on problems of data analysis in marketing research. Introduces the concept of multivariate data and emphasizes application of core statistical techniques including factor analysis, multiple regression, discriminant analysis and logistic regression. Also covered are cluster analysis and ratings based conjoint analysis. Application of statistical software is stressed including interpretation of statistical output.

**Student Learning Outcomes:**

Based on active participative learning, lab work, and analysis assignments students will be able to:

- + explain the conceptual basis of each multivariate technique covered
- + explain technical working of each technique at a level appropriate for the marketing research industry
- + choose and apply one or more multivariate techniques most appropriate for particular data/questions
- + execute analyses via statistical software
- + correctly interpret software outputs with applied focus

**Prerequisites:** MARK 5327

**Required Textbooks and Other Course Materials:**

Multivariate Data Analysis (Seventh Edition). (ISBN 0-13-813263-1)  
Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. © 2006 Pearson Prentice Hall

Supplemental material may be assigned in class TBD.

***\*\*\*NOTE: THIS IS AN INTENSE CLASS! Chapters tend to be long and dense with detail. Allow sufficient time and keep up with your reading! We will also be conducting analyses with each technique covered, so on top of the reading you will have analysis assignments. I urge you to manage your time and keep yourself up to date all the way through the class.***



## Assignment Policies

**All assignments should be assumed to be INDIVIDUAL-level work without discussion or collaboration from others.** Severe grading penalties will be applied if found to be in violation of this policy. Unless an assignment is specifically designated as a team activity, or it is specifically stated that collaboration is permissible, all assignments should be considered individual. This does not however preclude group-level study prior to tests.

**\*\*\* PLAGIARISM: PLEASE SEE SPECIAL APPENDIX AT END OF THIS DOCUMENT REGARDING PLAGIARISM AND COPYRIGHTS !!!!! Any plagiarism will result in an automatic 0 on the assignment, immediate reporting to college and university officials for full enforcement and consequences!! Plagiarism is unacceptable! DO NOT copy material from websites, books, articles as if you yourself wrote it! Cite your sources fully, or synthesize and restate the points of others in your own writing. ZERO TOLERANCE FOR PLAGIARISM!**

**Attendance Policy:** Tests include in-class notes/discussion. It is to your advantage to avoid all absences.

**Major Assignments and Examinations** (subject to adjustments as deemed necessary/appropriate):

**Late Work Policy:** Assignments are due at the beginning of class on the due date. Late work will not be accepted. Late work results in a score of 0 for the assignment.

<u>Dates</u>	<u>Topics/Chapters</u>
Jan 17	Chapter 1 – Intro to Multivariate & Data Foundations
Jan 24	Chapter 2 – Data Foundations & Examining data
Jan 31	Chapter 3 – Exploratory Factor Analysis Part 1
Feb 7	Chapter 3 – Exploratory Factor Analysis Part 2
Feb 14	Chapter 4 – Multiple Regression Part 1
Feb 21	Chapter 4 – Multiple Regression Part 2
Feb 28	<b>Mid-Term Exam</b>
Mar 7	Special Assignment ... <b>Week of Advisory Board/conference</b>
Mar 14	<b>SPRING BREAK</b>
Mar 21	Chapter 6 – Logistic Regression
	[UTA College of Business "Business Week" is March 18 through 22]
Mar 28	Chapter 5 – Discriminant Analysis Part 1
Apr 4	Chapter 5 – Discriminant Analysis Part 2
Apr 11	Chapter 8 – Conjoint Analysis Part 1
Apr 18	Chapter 8 – Conjoint Analysis Part 2
Apr 25	Chapter 9 – Cluster Analysis Part 1
May 2	Chapter 9 – Cluster Analysis Part 2
May 9	<b>Comprehensive Final Exam (2 - 4:30 p.m.)</b>

### Grading Policy:

	<u>Points</u>	<u>Percent of Grade</u>	<b><u>TRACK &amp; MANAGE YOUR GRADES HERE (SCORES)</u></b>
Mid Term Exam	100	33%	i. _____
Final Exam (comprehensive)	100	33%	ii. _____
<u>Analysis Assignments</u>	<u>100</u>	<u>33%</u>	iii. _____
Total Course Points	300	100%	

Compute your final grade % = (.333 x i \_\_\_\_\_) + (.333 x ii \_\_\_\_\_) + (.333 x iii \_\_\_\_\_) = \_\_\_\_\_ **Your Grade**

90% or higher = **A**, 80%-89% = **B**, 70-79% = **C**, 60-69% = **D**, less than 60% = **F**

**Make-up Exam Policy:** NO "convenience" make ups on tests, quizzes, assignments. Make ups ONLY for official university-approved reasons (e.g., medical with doctor's note). Departmental policy is to take applicable make ups on specified days, to be announced in class.

## College of Business Administration / University General Policies

### **Drop Policy:**

**Students will not be dropped by the instructor for non-attendance.** It is the student's responsibility to complete the course or withdraw from the course in accordance with new University Regulations which are effective Fall 2006. Under the new policy, there is only one drop date at the two-thirds point in the semester. A student dropping on or before that date will receive a "W" grade. Students are strongly encouraged to verify their grade status with the instructor before dropping a course and to see their advisor if there is any question about the consequences for dropping a course under the new guidelines. Please refer to the on-line Undergraduate and Graduate catalogs and the Schedule of Classes for specific university policies and dates.

### **Americans With Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 93-112--The Rehabilitation Act of 1973 as amended. With the passage of new 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.

As a faculty member, I am required by law to provide "reasonable accommodation" to students with disabilities, so as not to discriminate on the basis of that disability. Your responsibility is to inform me of the disability at the beginning of the semester and provide me with documentation authorizing the specific accommodation. Student services at UTA include the Office for Students with Disabilities (located in the lower level of the University Center) which is responsible for verifying and implementing accommodations to ensure equal opportunity in all programs and activities.

### **Academic Integrity**

Academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form at The University of Texas at Arlington. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Academic 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, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22).

### **Student Support Services Available**

The University of Texas at Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. These resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals to resources for any reason, students may contact the Maverick Resource Hotline at 817-272-6107 or visit [www.uta.edu/resources](http://www.uta.edu/resources) for more information.

### **Policy on Nonpayment Cancellations**

Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.

### **Textbook Purchases**

Textbooks should be purchased by Census Date. The bookstore policy is to return any unsold textbooks to the publisher after this date.

### **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 UTA has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentation/ 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, your 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.

**COBA Policy on Food/Drink in Classrooms**

College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by class instructor or lab supervisor.

**Evacuation Procedures**

In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off. All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing.

**For disabled persons:** please go to the Northeast fire stairs. We have an evacuation track chair located on the 6<sup>th</sup> floor stairwell. We have people trained in the use of this chair and there will be someone who will go to the 6<sup>th</sup> floor to get the chair and bring it to any lower floor stairwell to assist disabled persons. Faculty members will notify the Dean's Office at the beginning of each semester of any disabled persons in their classes.

Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.

**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 syllabi. 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. Classes are held as scheduled during this week and lectures and presentations may be given.

**e-Culture Policy**

The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at [www.uta.edu/email](http://www.uta.edu/email). New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.

**\*\*\*SEE IMPORTANT APPENDIX ON ACADEMIC INTEGRITY,  
COPYRIGHTS AND PLAGIARISM →**

## APPENDIX IMPORTANT MATERIAL ON COPYRIGHTS AND PLAGIARISM

(Thanks to Dr. Larry Chonko for this Document)

Plagiarism is a serious academic offense. Students are responsible for learning about it. Sadly, each year, students are dismissed from The University of Texas at Arlington for engaging plagiarism. This document has been prepared to explain what plagiarism is, why it brings severe penalties in the university, and, most importantly how you, as a student, can avoid plagiarism and its consequences.

Simply put, plagiarism is dishonest. It occurs when one individual passes off someone else's work as his or her own. This can range from failing to cite an author for ideas incorporated into a student's paper to cutting and pasting paragraphs from different websites to handing in a paper downloaded from the internet. All are plagiarism.

*There are three important lessons that all UT Arlington College of Business students should learn about the consequences of plagiarism:*

**1) Plagiarism is a university offense.** All UT Arlington Professors are expected to report all instances of plagiarism to the Office of Student Conduct. This office will undertake a review of its own. So, in addition to dealing with the course instructor, students who plagiarize must also deal with the University. Students found guilty of plagiarism will have this entered into their record and may be dismissed from the university.

**2) Plagiarism is easy to identify and expose.** The lure that makes plagiarism appear easy and tempting to some students--the internet--makes its detection easy. Most professors can locate the source of suspected plagiarism within a few minutes of searching the web. Given the ease of discovery, plagiarism is as much stupidity as it is dishonesty. Students should be aware that all UT Arlington professors have access to several very effective resources for catching plagiarism.

**3) All parties to plagiarism are considered equally guilty.** If you share your coursework with another student and he or she plagiarizes it, you are considered as guilty as the one who has plagiarized your work, since you enabled the plagiarism to take place. *Under no circumstances should students make their coursework available to other students unless the explicit permission for this is granted by the instructor.*

In other words, students who plagiarize have a high likelihood of being caught. The consequences will be severe and will include anyone who enabled the plagiarism to take place. So, students might want to think about trade-off between the short-term benefits of plagiarism vs. the long-term consequences. University policy will be invoked, regardless of the feelings of either the students or the instructor. Therefore, the College of Business offers the following advice in the best interests of students: *Avoid plagiarism at all costs!*

To help students in their efforts to avoid plagiarism, the College of Business has put together the following materials that describe copyright law, and plagiarism, and how copyright law will be applied in the College of Business.

In addition, the College requires that all its students consult the compliance training program prepared by the University of Texas at Arlington. This compliance training program can be accessed at the following:

<http://library.uta.edu/plagiarism/index.html>

We encourage students to take this policy seriously and will work with students to avoid the consequences of plagiarism. Remember, what you learn can stay with you and work for you for the rest of your life. So, too, can what you do not learn.

## Copyright Law

The materials on copyright law are taken from U. S. law, Title 17, U. S. Code which provides much more detail on the issue of copyright protection.

Copyright is a type of legal protection provided to authors of “original works of authorship” fixed in a tangible form of expression. This protection covers both published and unpublished works.

- A trademark (service mark for services) is a word, name, symbol or device used in trade to indicate the source of the product and to distinguish products from others.
- A patent is a form of intellectual property that consists of some designated exclusive rights granted to an inventor for a limited period of time in exchange for the public disclosure of an invention.

### What Is included?

Copyright works include the following *tangible forms of expression*: web sites, computer code, software, data bases, literary works, dramatic works, music, lyrics, poetry, writings, graphic works, scriptural works, audiovisual works, motion pictures, sound recordings, and architecture.

### What Is Plagiarism?

Defining plagiarism is really straightforward. It is the stealing of, or passing off as one’s own, an idea, words, or other intellectual property that belongs to another person. In other words, ***using someone else’s work without citing the source and giving credit to the owner of the work is plagiarism.***

### Play It Safe

The Berne Copyright Convention, as applied to the United States of America, states that everything created after April 1, 1989 is copyrighted and protected, whether notice (warnings given to people of materials that are copyrighted) has been given or not, for copyright or not. ***To be safe, the default principle to guide student behavior is that other peoples’ works are copyrighted and may not be copied unless an individual knows otherwise.***

### Copyright Owner Rights

Copyright owners have the exclusive rights to.....

- reproduce the work
- prepare derivative works
- distribute copies
- perform the work publicly
- display the work publicly

It is illegal for anyone to violate any of the rights provided by copyright law to the owner. The copyright owner can authorize others to exercise these rights.



### **Is Anything not Protected by Copyright Law?**

Copyright does not protect facts, ideas, titles, names, short phrases, slogans, procedures, methods, concepts, principles, and discoveries. *However, when in doubt, citing work is always advised.*

### **What If Someone Copies Copyrighted Work?**

If copyright infringement occurs, the copyright owner may be entitled to relief such as an injunction to cease and desist use of the copyrighted materials, impounding the disposition of infringing articles, payment of attorneys' fees, actual damages and profits earned by the infringing party or statutory (determined by the law) damages up to \$150,000. The legal test of infringement is substantial similarity – ***can an ordinary observer identify the work as copied in whole or part from an original work?***

### **Fair Use**

Fair use mostly applies to what instructors can and cannot do in the classroom. Fair use of copyrighted work is allowed and includes criticism (copying a news article to comment on it vs. not writing your own), news reporting, scholarship, classroom use, or research and is not an infringement on copyright. Fair use, as often described by students, does not include the employment of whole works or excerpts from whole works crafted by another in student projects of any kind without permission (often requiring a fee) or at least citation. A key question to ask, ***“Does the use of others’ materials advance learning in some way via application or has it been included gratuitously and for purely personal gain?”***

### **The Web and Public Domain**

Most of what is available online is protected by copyright law. Anything on the Internet has the potential to be protected by copyright law just as if it was in a library or bookstore. Only works in the public domain – ideas, facts, names, concepts, and principles or works for which the copyright has expired (term = years of author's life plus 70 years after the author's death), federal documents and publications, and works for which the author has granted the public domain - are available for use without permission. In other words, nothing modern and creative is in the public domain unless accompanied by an explicit missive from the owner that says, “I grant this to the public domain,” or words very much like these. ***To be safe, the default principle to guide student behavior is that other peoples’ works are copyrighted and may not be copied unless an individual knows otherwise.***

Materials on the Web that are protected by copyright law:

- Links
- Original text
- Graphics
- Audio
- Video
- Html or other unique markup language sequences
- Lists of web sites compiled by another and available on a web site
- All unique elements that make up the original nature of the material

### **Applying Copyright Law at UT Arlington**

Adapted from the INTS 4301 – Interdisciplinary Research Process – crafted by Prof. Michan Andrew Connor of the University of Texas at Arlington:

***Academic dishonesty is not just about an individual student who forfeits his/her integrity.*** Academic dishonesty undermines the integrity of your peers, the class, the major, the College of Business, and the University of Texas at Arlington. Dishonesty devalues a student's degree and the student personally and

professionally. Students who think long term will succeed if they apply themselves to learn the knowledge and wisdom learned in the classroom and elsewhere. Violating academic integrity affords students neither the knowledge nor the wisdom to succeed in the long run.

UT Arlington's definition of scholastic dishonesty is:

“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 the student or the attempt to commit such acts.” (Regents Rules & Regulations, Series 50101, Section 2.2)

### How the Policy Will Be Applied

<b>Form of Academic Dishonesty</b>	<b>Description</b>	<b>Penalty</b>
<b>Egregious Plagiarism</b>	<p>Passing of copyrighted material (including from the Web) as one's own work (more than 25% of material is copied or slightly adapted from the original)</p> <p>Cut and paste or retype text from another source without citation/quotation</p> <p>Purchasing, accepting a paper in its entirety from another source/person</p> <p>Submitting another student's work as one's own</p>	<p>Failure of course;</p> <p>Automatic referral to student conduct</p>
<b>Significant Plagiarism</b>	<p>Passing of copyrighted material (including from the Web) as one's own work (10-25% of material is copied or slightly adapted from the original)</p> <p>Cut and paste or retype text from another source without citation/quotation</p>	<p>Automatic zero on assignment;</p> <p>Automatic referral to student conduct</p>
<b>Plagiarism</b>	<p>Passing of copyrighted material (including from the Web) as one's own work (less than 10% of material is copied or slightly adapted from the original)</p> <p>Cut and paste or retype text from another source without citation/quotation</p> <p>Reproduce substantively the language (words, phrasing, structure) from the original source without quotation, even with citation. This type of plagiarism can occur by accident or sloppy research.</p> <p>While the intent may not have been to cheat, students must commit to adopting improved practices.</p>	<p>Reduced grade;</p> <p>Prayer meeting with professor within one week of returned assignment to discuss issues with the professor or a grade of zero will be given on the assignment in question and referral will be made to student conduct</p>



## **Other forms of academic dishonesty include the following:**

### **Exams**

1. Cheating on Exam
2. Taking Exam for another
3. Asking about the content of an exam from someone who has already taken it
4. Giving information about the content of an exam to someone who has not taken it yet
5. Before taking an exam, looking at a copy that was not supposed to be available to students
6. Allowing another student to see exam answers
7. Using a false excuse to delay taking an exam
8. Copying from another's exam
9. Changing scantrons after a test has been returned and claiming the scantron reader made a mistake(s)
10. Having information programmed into an electronic device before an exam
11. Taking a picture of an exam with a cell phone
12. Using exam crib notes including storing of class data on e-devices banned from use during the test

### **Written Assignments**

13. Claiming original work when someone else contributes to a paper/assignment before you turn it in
14. Working with others on an individual project and providing no evidence of original work
15. Taking credit for full participation in a group project without doing a fair share of the work
16. Taking credit for others' work
17. Padding a bibliography
18. Using a false excuse to delay turning in a paper

Instructors have the right to employ all appropriate methods to guarantee that academic honesty is upheld. These include use of anti-plagiarism software to scan papers for copied content, Googling phrases used in student assignments, and the use of electronic archives that scan past papers available on various Internet web sites.

Faculty, staff and students interested in learning more about copyright laws and plagiarism can consult the following web sites (also taken from Prof. Connor's syllabus):

Indiana University Writing Tutorial Services

<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

Purdue University Online Writing Lab (OWL)

<http://owl.english.purdue.edu/owl/resource/589/1/>

Avoiding Plagiarism (UC Davis)

<http://sja.ucdavis.edu/files/plagiarism.pdf>

University of Texas Libraries: Quoting and Paraphrasing

<http://www.lib.utexas.edu/services/instruction/learningmodules/plagiarism/avoid.html>