



THE UNIVERSITY OF TEXAS AT ARLINGTON

Course:	Marketing Research
Section:	MARK 4311-001
Term:	Summer 2014
Lecture Hours:	TuTH 6:00 – 7:50pm
Class Location:	COBA 348

Instructor's Information

Instructor:	Ryan Freling
E-mail:	rfreling@uta.edu
Office:	COBA 217
Office Hours:	TuTH 5:00pm – 6:00pm, or by appointment
Course website:	https://elearn.uta.edu/

Pre-Requisites: MARK 3321 and BUSA/STAT 3321

Course Description and Objectives

This course provides an overview of the entire marketing research process. More specifically, this course is about data: how to gather it *and* how to make sense of it in order to facilitate better marketing decisions for the organization. The course will focus on understanding data relevant to marketers, the types of data available, methods of data collections, and data analysis. Course participants will learn to: unambiguously define a research objective, create an effective measurement instrument, and rigorously analyze the data that results from these activities.

Topics to be covered include: research design and implementation, secondary data sources, qualitative methods, survey design, sampling techniques and the standard methods of univariate analysis with emphasis on types of analyses appropriate to particular types of marketing data.

Course lectures will typically include an introduction to the terminology and concepts related to the marketing research process in addition to the opportunity to apply course concepts to real data. Students will ultimately be required to participate in the development, execution, analysis and presentation of group marketing research projects conducted on behalf of an actual client.

Student Learning Objectives, Outcomes

1. Learn the necessary methods (including statistical and psychological tools) to successfully gather market data.
2. Develop the analytical skills necessary to interpret the data and convert it to information useful for decision making.
3. Understand and gain experience on how market information aids managerial decision making.

Course Materials

- **Marketing Research**, by Burns & Bush; Prentice Hall, 7 Edition, 2013 (ISBN: 978-0133074673)
- For taking exams: 882-E Scantron and NO.2 lead pencil.
- A subscription to Top Hat Monocle (\$20 per semester) – a classroom response system that allows students to participate in class exercises using a laptop, web-enabled smartphone, tablet, or cell-phone. Access this course directly when registering online using the following information:
 - Top Hat course name: **Marketing Research (001) - Summer 2014**
 - Direct URL:
 - 6-digit course code:

Class Schedule (Tentative and subject to change)

Week	Topic	Reading
June 3	Introduction to Marketing Research	Chapter 1
June 5	Marketing Research Process	Chapter 2
June 10	Defining the Problem & Determining Research Objectives	Chapter 4
June 12	Understanding Research Design	Chapter 5
June 17	Exam 1	Chptrs 1,2,4,5
June 19	Secondary Data and Online Information Databases	Chapter 6
June 24	Standardized Information Sources	Chapter 7
June 26	Exploratory & Qualitative Research Techniques	Chapter 8
July 1	Survey Data-Collection Methods	Chapter 9
July 3	Measurement in Marketing Research	Chapter 10
July 8	Questions & The Questionnaire	Chapter 11
July 10	Sample Selection	Chapter 12
July 15	Exam 2	Exam 2
July 17	Sample Size	Chapter 13
July 22	Descriptive Analysis	Chapter 15
July 24	Population Estimates & Hypothesis Tests	Chapter 16
July 29	Difference Tests	Chapter 17
July 31	Association Tests	Chapter 18
Aug. 5	Regression Analysis	Chapter 19
Aug. 7	Review / TBD	
Aug. 12	FINAL EXAM 8:00pm – 10:00pm, COBA 348	

Performance Evaluation Components

Assignments	20%
Exam 1	20%
Exam 2	20%
Exam 3	20%
Marketing Proposal	15%
TopHat Attendance	5%
	100%
TopHat Performance	5% Bonus (Max)

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 and NO grading curve in this class. *I will not round number grades up due to the number of absolute points available through class participation, REP and the MIME Bonus.*

Points	Letter Grade
>100 – 90	A
89 – 80	B
79 – 70	C
69 – 60	D
< 60	F

Grade Component Descriptions

Exams

There will be three (3) exams offered during the course of the semester. **MAKEUP EXAMS WILL ONLY BE SCHEDULED FOR UNIVERSITY APPROVED EXCUSES AND ONLY IF THE INSTRUCTOR IS NOTIFIED AHEAD OF EXAM DATE. FURTHERMORE, THE MAKEUP EXAM FORMAT WILL BE DETERMINED AT THE DISCRETION OF THE INSTRUCTOR!**

Exams will NOT be cumulative. Each exam is expected to contain a mixture of multiple choice questions, true/false questions and short answer questions. All three exam scores will count towards your final grade. If you wish to challenge your exam grade for any reason, you must do so *in person* within one week of the Exam in question.

The Final Exam is scheduled for **Tuesday, August 12 at 8:00pm – 10:00pm.**

Class Participation

Regular class attendance gives you the opportunity to ask questions and contribute to the class. In addition, participation in class discussions is an important part of your learning. There will be daily class exercises or assignments designed to encourage the application of concepts covered in class and the assigned readings. Most the class participation exercises will be conducted via the Top Hat Monocle Application (Top

Hat) during class to reward attendance and participation; however, some exercises will involve research outside the classroom. If you arrive late to class and miss a class participation exercise, you will not be allowed to complete the exercise and turn it in late. *You will only be allowed to make-up missed exercises with a documentable, university-approved excuse.*

E-mail Communication and BlackBoard

Outside the classroom and office hours, the best way to reach me is via e-mail. *Please note that, in accordance with University policy, I will not accept any e-mails from students that are not from a UTA e-mail address.* This policy is in place to protect your academic and personal information from unauthorized access. I will also use Blackboard extensively to share important class-related announcements and information, including grades. It is *your* responsibility to check BlackBoard daily for important class-related announcements.

Classroom & Instructor Policies

- *Laptops:* We will be using MS Excel and the statistical analysis package SPSS to analyze data. Students will be required to bring laptop computers to class to participate in classroom exercises. In addition TopHat can be accessed via laptop and smartphone.
- *Wireless Phones:* Phone ringers should be set to silent prior to the beginning of class. Answering calls or sending text messages during class time will result in subtraction of one point from the student's participation score.
- *Be on time!* An integral part of class attendance is punctuality. As the instructor, I will make every effort to begin lectures at the listed start time. Please make every effort to be present for the beginning of class. Students who arrive late and / or leave early may miss the class participation exercises and will not be given the opportunity to make them up.
- *Be respectful!* An integral part of class participation is the respectful treatment of the instructor and fellow students during class discussions. Please be respectful and courteous of others during class discussions. Side conversations and disrespectful comments during class discussions will result in the subtraction of one point from student's participation score and may result in dismissal from the class.
- ***Attendance for any scheduled guest lecture is mandatory.*** Absence during a guest lecture will result in deduction from a student's participation score.
- There will be NO MAKE-UP EXAMS given EXCEPT IN THE CASE OF A PRE-APPROVED UNIVERSITY ABSENCE.
- Assignments turned in late will NOT be accepted.
- If you are absent from class for any reason, it is your responsibility to consult fellow students and / or the class website on BlackBoard for the material that you missed. I will not give private lectures on course material already recovered.
- Phones, hats, backpacks, bags, and purses are not permitted on your person during exams. Only pencils, Scantron forms, exam booklets, and calculators (if necessary) are permitted. Using the calculator function on your phones is NOT permitted.

My objective is to make this class an enriching and worthwhile learning experience for you. In addition it is my hope that the course, its materials, your classmates, and my instruction are catalysts for your further exploration of the field of marketing. Should you have any questions regarding the course, the field of marketing, or your academic or career pursuits please feel free to ask and I will endeavor to provide you with

the best answers / advice / wisdom that I am able. Further, should you experience any of the following during this course *please see me immediately*:

- Personal conflict with a classmate or group member
- Dissatisfaction or lack of understanding regarding assignment or exam grade
- Difficulties with a particular concept covered in class

Waiting until the end of the semester to address any problems you may be having during the course of the semester is TOO LATE and is much less likely to yield a satisfactory solution / understanding to the problem.

UTA Syllabus Policies & Procedures

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.

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 feel 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 whatever arrangements are necessary and appropriate. It is also your responsibility to provide authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

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.