



UNIVERSITY OF
TEXAS
ARLINGTON

Course: Marketing Research
Section: MARK 4311.002
Term: Spring 2016
Lecture Hours: TR 7:00 – 8:20 PM
Class Location: COBA 253

Instructor:	Scott Hanson	
Email:	scott.hanson@uta.edu	60 Hours (Junior Standing)
Office:	COBA 225; 817.272.2340	Pre-Requisites: MARK 3321 (C or Better)
Profile:	www.uta.edu/profiles/joseph-hanson	BSTAT 3321
Office Hours:	TR 1:00 – 2:00 PM; By Appt	

Course Description

Designed to make students intelligent users of marketing research data. The interrelationship between marketing research and marketing management. Methods and techniques used to generate primary data in commercial marketing research. Design of research projects, methods for generating primary data, sampling of human populations, experimental design, and data analysis.

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.
- Understand and utilize the standard basic statistical techniques employed in marketing research.
- 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
- **Qualtrics Survey Software**
 - Web-based software program to be used in executing your research project.
 - All students will be assigned accounts and instructed on how to use the program.
- **Exam Materials**
 - 882-E Scantron Forms
 - No 2 Pencils
 - Basic Calculator (No Graphic Calculators or Cell Phones)
- **UTA Email**
 - Teams of 3 – 6 students will collaborate 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)

Week	Date	Lecture	Text/Software
1	T: 01/19	Intro to Marketing Research	CH 01
	R: 01/21	The Marketing Research Industry	CH 02
2	T: 01/26	The Research Process	CH 03
	R: 01/28	Project: Introduction / Client Interview	Client Meeting
3	T: 02/02	Research Design	CH 04
	R: 02/04	Project Workday: Proposal / Research Plan	MS PowerPoint
4	T: 02/09	Qualitative Techniques	CH 06
	R: 02/11	Instrument Design	CH 08
5	T: 02/16	Project: Software Demo – Computer Lab	Qualtrics
	R: 02/18	Project Workday: Survey Design/Programming	MS Word / Qualtrics
6	T: 02/23	Descriptive Analysis	CH 12
	R: 02/25	Project Workday: Survey Revision	Qualtrics
7	T: 03/01	Exam Preparation	Content Review
	R: 03/03	Mid-Term Exam	CH 1 – 4, 6, 8, 12
8	T: 03/08	Sample Selection	CH 09
	R: 03/10	Workday: Survey Launch	Qualtrics
9	T: 03/15	Spring Vacation	No Class Meeting
	R: 03/17	Spring Vacation	No Class Meeting
10	T: 03/22	Sample Size	CH 10
	R: 03/24	Population Estimates & Hypothesis Testing	CH 12
11	T: 03/29	Business Week	No Class Meeting
	R: 03/31	Business Week	No Class Meeting
12	T: 04/05	Basic Differences Tests	CH 13
	R: 04/07	Tests of Association	CH 14
13	T: 04/12	Project: Qualtrics Table Demo – Computer Lab	Qualtrics
	R: 04/14	Understanding Regression Analysis Basics	CH 15
14	T: 04/19	The Research Report	CH 16
	R: 04/21	Project Workday: Research Report/Presentation	MS PowerPoint
15	T: 04/26	Project: Report/Presentation – Computer Lab	MS PowerPoint
	R: 04/28	Project: Rehearsals/Feedback	MS PowerPoint
16	T: 05/03	Project: Presentation	MS PowerPoint
	R: 05/05	Exam Preparation	Content Review
17	T: 05/12	Final Exam (8:15 PM – 10:45 PM)	CH 9, 10, 12 – 16

Attendance Policy

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, I prefer not to record attendance and choose not to include it as an explicit component of the course grade. Frankly, I believe there is an inherent penalty to repeated or prolonged absences from lecture.

However, to complete university-required documentation and to facilitate my learning of names and faces, I will record attendance through the Census Date (Feb 03). Please make an effort to add your name to the list during each class meeting. (And, it never hurts to introduce yourself to me when we see one another.)

Knowledge Assessment

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

Assignment	Share	Grading Scale	
Exams	50%	A	90 – 100
Mid-Term Exam	25%	B	80 – 89
Final Exam	25%	C	70 – 79
Team Project	40%	D	60 – 69
Client Interview	5%	F	< 60
Research Objectives & Plan	5%		
Research Materials	5%		
Presentation (PPT)	10%		
Presentation Report (PPT)	10%		
Peer Evaluations	5%		
Class Participation	10%		
Total	100%		

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 (including scores at letter grade breaks).

Exams (50% of Final Grade)

There are two exams in the course: a Mid-Term and a Final. 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, & part of 12, as well as lecture material through March 1st.

The Final Exam will cover Chapters 9, 10, & 12 – 16, as well as lecture material through May 5th.

Make-Up Exams: My general policy is that there are no make-up exams. If you know that you have a schedule conflict with an exam, you should contact me as early as possible to schedule an alternate exam time. Still, I understand that extreme circumstances may arise unexpectedly; in such cases, I will do my best to work with you.

Team Project (40% of Final Grade)

Students will work in teams to design, execute, and deliver a research project to address specific research questions, ideally in support of a local 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.

Extra Credit

You have three opportunities to earn extra credit in this course; each is worth 5 points (~2 questions) on an exam.

- A. Panel Registration:** Register for an online panel or a local research facility to participate in marketing research activities; this will give you an idea of what it's like to be on a panel. You must submit registration confirmation.
- B. Survey Participation:** Participate in research through an online panel, local research facility, or customer survey; this will provide perspective on what it's like to participate in research. You must submit confirmation of completion along with a critique of the survey itself (e.g., it was too long, confusing question).
- C. Research Review:** Locate an online article describing how a company used marketing research to address a business objective. You must submit a link to the article, identify the business objective, explain the research method, describe the solution/conclusion/outcome, and provide your thoughts on their approach/conclusions.

Out-Of-Class Study Expectations

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional nine hours per week of their own time in course-related activities, including reading required materials, completing assignments, and preparing for exams.

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.

Course Mentality

I am not the type of professor who pushes information at students and then expects them to spit it back to him. True, there is that element in any course (it's called assessment of knowledge). But, a large part of this course involves working as teams applying the information in the text and lecture. This is the point where YOU are responsible for figuring things out. I am told it is unlike most of the classes in the business school, so I guess this is a warning.

I believe that students benefit most from learning to convert business issues into research questions, devising a research plan to address those questions, and applying lessons from class to your project. It's like cooking without a cookbook – there are basic techniques, but the chef must come up with a plan based on the available ingredients. That means that I will provide you with much less direction than you're accustomed to receiving. And you will complain to me at the end of the course that you would have preferred to have more direction. My philosophy is that too much direction stifles your creativity. Each time I have taught this class, at least one team has said something in their presentations that surprised and intrigued the client. And each time it was something I would not have had them include in their project or would have approached differently. More direction would have meant those insights would have gone undiscovered.

University of Texas at Arlington Syllabus Policies & Procedures

Academic Integrity

Students enrolled all 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 the student's suspension or expulsion from the University.

Accommodations for Students with Disabilities

UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD): www.uta.edu/disability or calling 817-272-3364.

Counseling and Psychological Services, (CAPS): www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

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 they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

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 the inbox 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>.

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.

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.

Grade Grievances

Any appeal of a grade in this course must follow the procedures and deadlines for grade-related grievances as published in the current University Catalog:

- Undergraduate Courses: <http://catalog.uta.edu/academicregulations/grades/#undergraduatetext>
- Graduate Courses: <http://catalog.uta.edu/academicregulations/grades/#graduatetext>

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.

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>.

Student Support Services

UT 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. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs.

For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

Title IX

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit www.uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.

Writing Center

Hours are 9 am to 8 pm Mondays-Thursdays, 9 am to 3 pm Fridays and Noon to 5 pm Saturdays and Sundays.

Walk In Quick Hits sessions during all open hours Mon-Thurs. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, Workshops, and advanced services for graduate students and faculty are also available. Please see www.uta.edu/owl for detailed information.