



UNIVERSITY OF
TEXAS
ARLINGTON

Course: Marketing Research
Section: MARK 4311.001/.002
Term: Fall 2016
Sec 001: COBA 149; TT 11:00 – 12:20
Sec 002: COBA 141; TT 5:30 – 6:50

Instructor:	Scott Hanson	
Office/Phone:	COBA 225; 817.272.2340	60 Hours (Junior Standing)
Email:	scott.hanson@uta.edu	Pre-Requisites: MARK 3321 (C or Better)
Profile:	www.uta.edu/profiles/joseph-hanson	BSTAT 3321
Office Hours:	TU 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**
 - Burns, A.C., Veeck, A., & Bush, R.F. (2016) *Marketing Research, 8th Edition*. Pearson Education
Print ISBN: 9780134167404; 0134167406
eText ISBN: 9780134143316; 0134143310
- **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
01	R: 08.25	Intro to Marketing Research	CH 01
02	T: 08.30	The Marketing Research Industry	CH 02
	R: 09.01	The Research Process	CH 03
03	T: 09.06	Project: Introduction / Client Interview	Client Meeting
	R: 09.08	Research Design	CH 04
04	T: 09.13	Project: Proposal / Research Plan Workday	Project Workday
	R: 09.15	Instrument Design	CH 08
05	T: 09.20	Project: Qualtrics Survey Software Training (Computer Lab)	Qualtrics
	R: 09.22	Project: Survey Design/Programming (Computer Lab)	Project Workday
06	T: 09.27	Qualitative Techniques	CH 06
	R: 09.29	Exam Preparation	Content Review
07	T: 10.04	Project: Survey Revision Workday (Computer Lab)	Project Workday
	R: 10.06	Exam I	CH 1 – 4, 6, 8
08	T: 10.11	Sample Selection	CH 09
	R: 10.13	Sample Size	CH 10
09	T: 10.18	Descriptive Analysis	CH 12
	R: 10.20	Population Estimates & Hypothesis Testing	CH 12
10	T: 10.25	Basic Differences Tests	CH 13
	R: 10.27	Power & Significance	CH 13
11	T: 11.01	Project: Qualtrics Table/Stat Test Training (Computer Lab)	Qualtrics
	R: 11.03	Tests of Association	CH 14
12	T: 11.08	Understanding Regression Analysis Basics	CH 15
	R: 11.10	Project: Data Analysis (Computer Lab)	Project Workday
13	T: 11.15	The Research Report	CH 16
	R: 11.17	Project: Research Report/Presentation Workday	Project Workday
14	T: 11.22	Exam II	CH 9, 10, 12 – 16
	R: 11.24	Thanksgiving Holiday	Holiday
15	T: 11.29	Project: Rehearsals/Feedback	MS PowerPoint
	R: 12.01	Project: Presentation	MS PowerPoint
16	T: 12.05	Presentation Feedback / Final Exam Prep	
17	T: 12.13	MARK 4311.001 Final Exam (11:00 AM – 1:30 PM)	Comprehensive
	T: 12.13	MARK 4311.002 Final Exam (5:30 PM – 8:00 PM)	Comprehensive

Exams & Major Assignments

Exams (55% of Final Grade): There are three exams in the 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.

- **Content: Exam I** will cover Chapters 1 – 4, 6, & 8, and lecture material through Sep 29. **Exam II** will cover Chapters 9, 10, & 12 – 16, and lecture material through Nov 15. The **Final Exam** will cover all text chapters on earlier exams, all lecture material, and all Team Project information.
- **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 time. Still, I try to be understanding when extreme circumstances arise; in such cases, I will do my best to work with you.

Team Project (35% of Final Grade): Students will work in teams to design, execute, and deliver a research project to address specific research questions in support of a client's business objectives. This project will take up a large portion of course time; consequently, it accounts for a large portion of the course grade. Teams will be responsible for executing all project components, including a presentation of results and research report. Project details are provided separately.

Extra Credit: Students interested in extra credit may complete one or more of the following activities to earn the specified points. Activities must be completed in order (e.g., you cannot do C if you have not done A and B). Points will be applied to Exam I or Exam II (not the Final Exam) in the manner that is most helpful to the student.

- A. Research Participant (5 Points):** Participate in at least one Marketing Department research project as part of the Research Experience Program (<http://wweb.uta.edu/marketing/rep.html>).
 - **Purpose:** You will gain valuable experience as a research participant, possibly in a project employing advanced techniques that are growing in usage and utility in the marketing research industry.
 - **Proof:** You must submit (paper or electronic) confirmation of participation provided by the researcher(s) conducting the study and a brief summary of your experience in the study.
- B. Online Panel (5 Points):** Register for an online panel and complete at least one survey.
 - **Purpose:** Ideally you will have a pleasant experience as a research participant.
 - **Proof:** You must submit the following:
 - Screenshot of registration confirmation page (filename: first.last.panelregistration.jpg).
 - Screenshot of survey completion (filename: first.last.surveycomplete.jpg).
- C. Research in Action (10 Points):** Review an online article describing how a company employed marketing research to address a specific business objective.
 - **Purpose:** Research can take many forms and may address many types of questions. Learning about the actual execution of research in the marketplace will provide context for some of the topics we cover.
 - **Proof:** You must submit a Word document with the following elements:
 - Title, source, and link to the article you reviewed.
 - Statement of the business issue the company sought to address with the research.
 - Summary of the methodology and the solution/conclusion/outcome of the research.
 - Your thoughts on whether the research was appropriate and/or sufficient to address the issue.

Grading

Your course grade will be determined based on the points accrued by completing the specified 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) according to the following formula and grade classifications:

Assessment		Due	Share	Grading Scale	
Exams			55%	A	90 – 100
Exam I	(CH 01 – 04, 06, 08)	10.06	15%	B	80 – 89.9
Exam II	(CH 09, 10, 12 – 16)	11.22	15%	C	70 – 79.9
Final Exam	(Cumulative)	12.13	25%	D	60 – 69.9
Assignments			35%	F	< 60
Client Interview		09.06	2%		
Research Proposal		09.15	5%		
Survey Instrument		10.04	5%		
Intermediate Peer Evaluation		10.11	3%		
Presentation		12.01	8%		
Research Report		12.05	8%		
Final Peer Evaluations		12.05	4%		
Class Attendance/Participation			10%		

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 those described in the syllabus) 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.

Attendance

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. 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. Frankly, I believe there are inherent penalties to repeated or prolonged absences from lecture. These penalties invariably manifest themselves in exam performance, peer evaluations, project work, and, of course, class participation grades.

While UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

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.

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 applying information and tools to a specific business issue/research question. That is why I include a research project that requires you to convert business issues into research questions, devise a research plan to address those questions, and apply lessons from class to your project. It's like cooking without a cookbook – there are basic techniques, tools, and ingredients, but the chef (or culinary team) must create the meal.

What this means to you is that I will provide you with much less direction than you're accustomed to receiving. 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.

Still, at the end of this course, most of you will complain that I did not provide you with enough direction, that you felt lost and anxious more than you had in any other class, and maybe even that I am the worst instructor you've ever had. But..., a few of you may just find this to be the most challenging, and possibly the most rewarding, course you've taken at UT Arlington (seriously, I've heard this). And, when it's over, you will feel like you have accomplished something.

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 in their courses by 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. Additional information is available at <https://www.uta.edu/conduct>.

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://wweb.uta.edu/aao/fao/>).

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>

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>.

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>.

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>.

The IDEAS Center (2nd Floor of Central Library) offers free tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. <http://library.uta.edu/academic-plaza>.

Title IX Policy

The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.

Non-Discrimination Policy

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.

Disability Accommodations

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 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS): www.uta.edu/caps/ or 817-272-3671. Available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives

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.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>.

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.

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.