



UNIVERSITY OF  
**TEXAS**  
ARLINGTON

**Course:** Marketing Research  
**Section:** MARK 4311.003  
**Term:** Spring 2017  
**Meetings:** Online Sections  
**Class Website:** Blackboard (elearn.uta.edu)

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<b>Instructor:</b>	Scott Hanson	
<b>Office/Phone:</b>	COBA 225; 817.272.2340	60 Hours (Junior Standing)
<b>Email:</b>	<a href="mailto:scott.hanson@uta.edu">scott.hanson@uta.edu</a>	<b>Pre-Requisites:</b> MARK 3321 (C or Better)
<b>Profile:</b>	<a href="http://www.uta.edu/profiles/joseph-hanson">www.uta.edu/profiles/joseph-hanson</a>	BSTAT 3321
<b>Office Hours:</b>	TU 1 – 2 PM; WE 10 – 11 AM; By Appt	

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## Course Description

This course is designed to educate students on...

- The intelligent collection, analysis, and use 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.
- Select and employ appropriate marketing research applications for specific research objectives.
- Recognize and explain the standard basic statistical techniques employed in marketing research.
- Describe and apply approaches to measurement and sampling to marketing research decisions.
- Analyze and summarize research findings, and produce recommendations for marketing actions.

## Required Materials

- **Textbook**
  - Burns, A.C., Veeck, A., & Bush, R.F. (2016) *Marketing Research, 8<sup>th</sup> Edition*. Pearson Education  
Print ISBN: 9780134167404 / eText ISBN: 9780134143316
- **Qualtrics Survey Software**
  - Web-based software program to be used in executing your research project.
  - All students will be assigned accounts.
- **Exam Materials**
  - Online exams + assessments via Blackboard
- **UTA Email**
  - Project teams 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)*

Module	Week	Lecture	Materials	Assessments / Due Date		
01	Jan 17	Intro to Marketing Research	BVB 01	QUIZ	DISC	ASMT
02	Jan 23	The Marketing Research Industry	BVB 02	QUIZ	DISC	
		Project: Client RFP	PPTX	01 QUESTIONS		01.29
03	Jan 30	The Research Process	BVB 03	QUIZ		
		Project: Research Objectives	PPTX	02 OBJECTIVES		02.05
04	Feb 06	Research Design	BVB 04	QUIZ	DISC	
		Project: Research Proposal	PPTX	03 PROPOSAL		02.12
05	Feb 13	Secondary Data & Packaged Information	BVB 05	QUIZ	DISC	
		Project: Survey Software Training	QLTX			
06	Feb 20	Instrument Design	BVB 08	QUIZ	DISC	ASMT
		Project: Survey Map	QLTX	04 SURVEY MAP		02.26
07	Feb 27	Qualitative Techniques	BVB 06	QUIZ	DISC	ASMT
		Project: Survey Programming	QLTX	05 ONLINE SURVEY		03.05
08	Mar 06	Exam I: Chapters 01 – 06				
09	Mar 13	Sample Selection	BVB 09	QUIZ	DISC	ASMT
		Project: Launch Data Collection	QLTX	06 LAUNCH SURVEY		03.19
		Spring Vacation				
		Project: Data Collection	QLTX			
10	Mar 20	Sample Size	BVB 10	QUIZ	DISC	
		Project: Data Collection	QLTX	07 UPDATE		03.26
11	Mar 27	The Normal Curve	BVB 12	QUIZ	DISC	
		Project: Data Review / Analysis	QLTX	08 UPDATE		04.02
12	Apr 03	Implementing Basic Differences Tests	BVB 13	QUIZ	DISC	
		Project: Cross Tabs / Stat Testing	QLTX	09 CROSS TABS		04.09
13	Apr 10	Tests of Association	BVB 14	QUIZ	DISC	
		Project: Data Analysis	QLTX/XLSX	10 THOUGHTS		04.16
14	Apr 17	Understanding Regression Analysis Basics	BVB 15	QUIZ	DISC	
		Project: Data Analysis / Reporting	QLTX/PPTX	11 STORY		04.23
15	Apr 24	The Research Report	BVB 16	QUIZ	DISC	
		Project: Research Report / Presentation	QLTX/PPTX	12 REPORT		04.30
16	May 01	Exam II: Chapters 09 – 16				

BVB: Burns, Veeck, &amp; Bush (Text)

QLTRX: Qualtrics Survey Software

PPTX/XLSX: MS PowerPoint/Excel

QUIZ: Module Quiz

DISC: Discussion Board

ASMT: Assignment

## Exams & Major Assignments

**Exams (40% of Final Grade):** There are two 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.

- **Exam I:** will consist of 40 multiple choice questions, 20 true/false questions, and three short answer/essay questions based on material covered in Chapters 1 – 6 & 8, and associated lecture modules.
- **Exam II** will consist of 40 multiple choice questions, 20 true/false questions, and three short answer/essay questions based on material covered in Chapters 9, 10, & 12 – 16, and associated lecture modules.
- **Other Chapters:** Although they include useful information, we will not cover (or assess learning of) Chapters 7 & 11; students are welcome to read these on their own and contact me with questions about the content.

**Research Project (30% 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 require you to apply concepts covered in the course in order to address a common client business issue. Students will be responsible for executing all project components, including analyses and a final report. Project details are provided below.

**Assessments (30% of Final Grade):** This course consists of 16 modules, which may be completed according to the schedule provided. Students will be required to complete one of these assignments during each week. Assignments may include the following:

- **QUIZ:** Each module will include a quiz intended to (briefly) assess learning of key topics covered.
- **DISC:** Most modules will include discussion boards designed to mimic classroom discussions on key topics.
- **ASMT:** Some modules will include assignments intended to assess knowledge in ways that quizzes cannot.
- **PROJECT TASKS**
  - **QUESTIONS:** Questions that the team might submit to clarify information provided in the client RFP.
  - **OBJECTIVES:** Restatement of research objectives provided in the client RFP.
  - **PROPOSAL:** Research proposal outlining the recommended approach to address client objectives.
  - **SURVEY MAP:** Outline of survey sections and topics to be covered in the project survey.
  - **ONLINE SURVEY:** Full project survey, programmed in Qualtrics and submitted as instructed.
  - **LAUNCH SURVEY:** Making the survey live so that you can collect data to address the client's issue(s).
  - **UPDATE:** Update on survey progress, including number of completes and data quality/issues.
  - **CROSS-TABS:** Use of Qualtrics data analysis functions to explore the data and identify key findings.
  - **THOUGHTS:** Initial thoughts on key findings, implications, and direction of report.
  - **STORY:** The compelling tale derived from your data that encapsulates what the client must know.
  - **REPORT:** Final, comprehensive research report, aligned with report guide/template.

Unless otherwise noted, all assessments are due by the end of the day (11:59 PM) on Sunday of the module week. As you know, this course is transitioning from a traditional format to an online format. I recognize that there will be bumps along the way, so I will be flexible on issues as necessary/appropriate. Please feel free to reach out to me via email ([scott.hanson@uta.edu](mailto:scott.hanson@uta.edu)) with any questions or issues as we all experience this together.

## 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		Week of	Share	Grading Scale	
<b>Exams</b>			<b>40%</b>	<b>A</b>	<b>90.0 – 100</b>
Exam I	(CH 01 – 06, 08)	02.27	20%	<b>B</b>	<b>80.0 – 89.9</b>
Exam II	(CH 09, 10, 12 – 16)	05.01	20%	<b>C</b>	<b>70.0 – 79.9</b>
<b>Research Project</b>			<b>30%</b>	<b>D</b>	<b>60.0 – 69.9</b>
RFP Discussion Questions		01.23	5%	<b>F</b>	<b>&lt; 60</b>
Research Proposal		01.30	5%		
Survey Map/Program		02.27	5%		
Peer Evaluations (2)		02.27 / 04.24	5%		
Final Presentation Deck		04.24	10%		
<b>Assessments</b>			<b>30%</b>		

## Course Elements

**Assigned Readings:** Students should purchase the required text (online rental available for ~\$115) and read the assigned content prior to engaging with the online lecture modules.

**Lecture Modules:** Lecture content is intended to enhance and expand on – not replace – the text content. Lecture modules will generally consist of a combination of reframing of basic, critical concepts in the text and applied examples from industry employing the techniques and concepts presented in the text.

**Quizzes/Discussions:** Students will be given the opportunity to demonstrate their knowledge of the material by completing a quiz or answering discussion questions at the conclusion of each module.

- **Quizzes** will consist of 8-10 questions assessing understand and application of module content.
- **Discussion Questions** should require no more than a couple of paragraphs to answer the question completely. Questions will require critical thinking and application of concepts (rather than simple content repetition).
- These are individual assignments, not shared between students. Students should submit their own, original answers. DO NOT copy, cut and paste, or plagiarize other sources, including other students or the text.

**Discussion Forums:** From time to time, the instructor may create forums for discussions to support and expand on content in the modules. This will be students' opportunities to share their thoughts, ask questions, and collaborate on course assignments. Students are encouraged to create their own forums to discuss class assignments and submit questions to the instructor. Keep in mind, if you have a question, chances are others have the same question.

## Course Communication

**Announcements:** I intend to use the Announcements function in Blackboard to communicate general class information. Use of the announcements function in Blackboard is considered sufficient communication under University of Texas at Arlington guidelines, so you should make every effort to monitor and take note of course announcements.

**Email:** Blackboard allows instructors and students to send private messages via email to individual or groups of class members. As with the Announcements function, the MavMail system is considered sufficient communication under University of Texas at Arlington guidelines, so you are responsible for course correspondence through this channel.

## Attendance

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.

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. Attendance will be based on access of course modules, completion of module-based assignments, project components, and participation in discussions.

## 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 required reading, assignments, project work, and exam preparation.

## 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](mailto: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](mailto: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](http://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](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto: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](http://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](http://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](http://www.uta.edu/disability).

**Counseling and Psychological Services, (CAPS):** [www.uta.edu/caps/](http://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](http://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.