**MKT 4520: Marketing Research and Analysis**

Fall 2019

**Professor**: Elizabeth Minton, Ph.D.

**Email**: eminton@uwyo.edu *(only checked Monday-Friday normal business hours)*

**Office:** BU 345

**Office Hours:** Tuesday & Thursday 12:20-1:50pm

**Phone**: 307-766-3616

**Class Meetings**: Tuesday & Thursday 9:35-10:50am; BU 210 (on lab days meet in BU 26)

**Course Description:**

This course investigates the systematic procedures and tools of research available to the marketing researcher, including survey of contemporary practices.

**Corequisites:** MKT 3210 and junior class standing

**Learning Objectives (LO):**

LO1. Understand qualitative and quantitative market research skills.

LO2. Analyze consumer needs/motives and develop corresponding solutions.

LO3. Apply market research skills to the creation of a marketing plan.

**Text and Other Requirements:**

* Marketing Research by Burns, Veeck, & Bush, 8th edition

**Exit Exam**: Material covered in this class will also be on the Exit Exam; see end of syllabus for more details.

**Course Format:**

This class will be primarily lecture and lab, although participation is encouraged to maximize learning. Class will also entail student-led presentations representing summative assessment of knowledge gained through the course. You are responsible for reading the required material *before* class in order to be prepared for class each day.

**Grade Scale:**

A 90% and above B 80% to 89% C 70% to 79%

D 60% to 69% F 59% and below

*MKT4520 is a required course in COB. Students must earn a grade of C or better in required courses in order to graduate. Students with a D or lower will need to re-take this class and earn at least a C.*

**Grade Breakdown:**

Data Collection Activities 30% Marketing Plan & Presentation 20%

Tests 50%

*Total: 100%*

**Assignment Descriptions**

*Note: For all assignments, see the “Home” page on WyoCourses for more details.*

**Data Collection Activities:**

You will collect primary data related to a topic of your choosing within categories described in class. Data will be collected using several different techniques (observation, interviews, focus group, experiment, and survey) as well as results of this data reported in proper statistical format. You will also reflect on your data collection experiences. (LO1, 2)

**Tests:**

You will complete two short answer tests (each worth 25% of your total grade) – one on qualitative research/research design and a second on quantitative research/data analysis. (LO1)

**Marketing Plan & Presentation**:

You will present a marketing plan for a new business or offering based on the data collected throughout the semester. This is NOT a written paper but is rather a presentation partnered with a one-page, double-sided visually attractive handout. This will be presented to the class at the culmination of the semester. (LO1, 2, 3)

**Late Assignment Policy:**

Assignments must be turned in on time (e.g., electronically), even if students miss class due to sickness, excused absence, etc. Late work will receive the following deductions: -10% if turned in by the end of class, -20% if turned in by midnight the same day, -30% if turned in by midnight the next day, -10% each subsequent day.

NOTE: Assignments are DUE at the beginning of class on the day they appear on the schedule, unless otherwise noted. Additional readings may be assigned and posted on WyoCourses. **I reserve the right to change anything in this syllabus when deemed necessary**. When changes are made, you will be notified in class or through email.

**Course Schedule** (subject to change):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Week** | **Date** |  | **Topic** | **Readings For Class** | **Assignments Due by Class Time** |
| 1 |  |  |  |  |  |
| Thursday | 5-Sep | Course overview, Intro to marketing research | Ch. 1 |  |
| 2 | Tuesday | 10-Sep | The marketing research process | Ch. 3 | (1) Introduction sheet |
| Thursday | 12-Sep | Research design | Ch. 4 |  |
| 3 | Tuesday | 17-Sep | Data quality | Ch. 11 |  |
| Thursday | 19-Sep | **NO CLASS** - professor traveling for conference |  |  |
| 4 | Tuesday | 24-Sep | Secondary data | Ch. 5 |  |
| Thursday | 26-Sep | Lab time – secondary data |  |  |
| 5 | Tuesday | 1-Oct | Sample selection & Interviewing | Ch. 9 |  |
| Thursday | 3-Oct | Observation & Focus Groups | Ch. 6 |  |
| 6 | Tuesday | 8-Oct | Survey data collection methods | Ch. 7 | (1) Data Collection Activity #1 – Observation |
| Thursday | 10-Oct | Questionnaire research | Ch. 8 |  |
| 7 | Tuesday | 15-Oct | Lab time – Qualtrics tutorial part 1 |  | (1) Data Collection Activity #2 - Interviews |
| Thursday | 17-Oct | Lab time – Qualtrics tutorial part 2 |  |  |
| 8 | Tuesday | 22-Oct | **Test #1**. Test over qualitative research/research design |  |  |
| Thursday | 24-Oct | Lab time – SPSS tutorial part 1 |  |  |
| 9 | Tuesday | 29-Oct | SPSS overview | Ch. 12 | (1) Data Collection Activity #3 – Focus Group |
| Thursday | 31-Oct | Lab time – SPSS tutorial part 2 |  |  |
| 10 | Tuesday | 5-Nov | TBD/Lab time |  |  |
| Thursday | 7-Nov | TBD/Lab time |  |  |
| 11 | Tuesday | 12-Nov | Difference tests | Ch. 13 |  |
| Thursday | 14-Nov | Lab time – SPSS tutorial part 3 |  |  |
| 12 | Tuesday | 19-Nov | Association tests | Ch. 14 | (1) Data Collection Activity #4 – Experiment |
| Thursday | 21-Nov | Lab time – SPSS tutorial part 4 |  |  |
| 13 | Tuesday | 26-Nov | Out of class work time for marketing plans |  |  |
| Thursday | 28-Nov | Happy Thanksgiving! |  |  |
| 14 | Tuesday | 3-Dec | Regression analysis | Ch. 15 | (1) Data Collection Activity #5 – Survey |
| Thursday | 5-Dec | **Test #2**. Test over quantitative research |  |  |
| 15 | Tuesday | 10-Dec | Topic 1 Students Present: food |  | (1) Bring 2 copies of one-pager handout |
| Thursday | 12-Dec | Topic 2 Students Present: well-being |  | (1) Bring 2 copies of one-pager handout |
| 16 | Tuesday | 17-Dec | FINALS WEEK - no class |  |  |
| Thursday | 19-Dec |  |  |  |

**Accommodations and Policies:**

*Disability Support Services*

If you need accommodations because of special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, or if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please send me an email or see me privately during my office hours. To request academic accommodations (for example, a note-taker), students must also register with Disability Services. It is the campus office’s responsibility to review documentation provided by students requesting academic accommodations, and for accommodation planning in cooperation with students and instructors, as needed and consistent with course requirements.

*Academic Integrity*

(Adapted from University Regulation 802 – Revision 2) An act is academically dishonest when it is an act attempted or performed which misrepresents one's involvement in an academic task in any way, or permits another student to misrepresent the latter's involvement in an academic task by assisting in the misrepresentation. Some examples of academic dishonesty include, but are not limited to, such acts as:

* 1. Representing as one's own work material copied or borrowed from any source, written or otherwise, public or private, without proper citation of the source.
  2. Using a ghostwriter, commercial or otherwise, for any type of assignment.
  3. Submitting substantially the same work for more than one class without the explicit permission of all concerned instructors.
  4. Doing an assignment for someone else or allowing someone to copy one's assignment.
  5. Using notes or prepared information in an exam unless authorized by the instructor.
  6. Taking an exam for someone else or allowing someone to take an exam for oneself.
  7. Copying from, or assisting, another student during an exam.
  8. Stealing, or otherwise improperly obtaining, copies of an exam.
  9. Submitting substantially the same work as someone else.

Any incident of academic dishonesty will be reported to the Department Chairperson and the Dean of the College of Business. In accordance with university regulations, students accused of academic dishonesty will be notified in writing. Any student found to have committed academic dishonesty of any kind will receive a failing grade for the course.

**Exit Exam:**

Material presented in MKT 4520 will be covered on exit exam. College of Business (COB) students are required to complete a comprehensive assessment during their senior capstone course, MGT 4800 (ECON 4240 for non-business economics majors).  This computer-based test, known as the Senior Exit Exam, is developed and administered by the College of Business.  The Senior Exit Exam test content encompasses the core COB curriculum: accounting, economics, finance, ethics, legal and social environment, management, marketing, and quantitative business analysis (decision science).  The purpose of this test is to assess students’ mastery of core business concepts.  A minimum score is required as a condition for passing MGT 4800 (ECON 4240).  Failure to obtain this minimum score will require remedial work on your part.  Therefore, you are strongly encouraged to keep your materials from these courses to help you prepare for this examination.