**MKT 4910: Marketing Research – Nature & the Self**

Spring 2019

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

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**Office:** BU 345

**Office Hours:** Tuesday & Thursday 9:20-10:50am

**Phone**: 307-766-3616

**Class Meetings**: Tuesday 4:10-7:00pm; BU 10

**Course Description:**

This course investigates the systematic procedures and tools of research available to the marketing researcher in the context of launching a nature therapy business. As part of the course, students will participate in self-discovery activities to identify the need for nature therapy, engage in nature therapy experiences, and conduct primary qualitative and quantitative market research to assess consumption factors relevant to nature therapy. In addition, based on primary data collection, students will lead two nature therapy experiences (one of which will be part of a 4‑day backpacking trip) and write a research-based plan for launching a nature therapy business.

**Prerequisites:** MKT 3210, STAT 2010, and advanced business standing (or equivalents)

**Enrollment Approval:** Given the activities involved, approval is required for this course. This is in an effort to ensure students are adequately prepared to participate in the required nature therapy experiences (i.e., during the cold Wyoming winter & backpacking).

**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.

 LO4. Lead others through effective communication in predictable and unpredictable environments.

**Text and Other Requirements:**

* Marketing Research by Burns, Veeck, & Bush, 8th edition
* Nature therapy readings posted on WyoCourses
* Notebook to be turned in at the end of the semester for a nature journal
* Headlamp with replacement batteries + backpacking items (detailed in the nature therapy experience assignment; many of these items can be rented from the Outdoor Program)
* Money for food during the backpacking trip & personal gear (the college has graciously covered transportation, permitting, and group gear costs)

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

**Course Format:**

This class will be a mixture of participation activities, lectures, student-led presentations, class discussions, and leadership/nature experiences. You are responsible for reading the required material *before* class in order to contribute to the class discussion. Additionally, you MUST come to class with clothing suitable to go outside in winter conditions each day.

**Grade Scale:**

A 93% and above B – 80% to 82% D 69% and below

A – 90% to 92% C+ 77% to 79% F Below 60%

B + 87% to 89% C 73% to 76%

B 83% to 86% C - 70% to 72%

**Grade Breakdown:**

Participation Activities 15% Summative NT Experience 20%

Data Collection Activities 30% Visualized Marketing Plan 15%

Tests 20%

*Total: 100%*

**Assignment Descriptions**

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

**Participation Activities** *(individual)***:**

You are expected to come to class prepared. Participation includes in-class journaling/ discussion/exercises, an out of class self-discovery assignment, several Qualtrics surveys, as well as a nature journal. (LO2, 4)

**Data Collection Activities** *(individual)***:**

You will collect primary data related to the consumption of nature therapy using several different techniques (observation, interviews, focus group, experiment, and survey) as well as report the results of this data in proper statistical format and reflect on data collection experiences. (LO1, 2, 4)

**Tests** *(individual)***:**

You will complete two short answer tests early in the course – one on qualitative research/research design and a second on quantitative research/data analysis. (LO1)

**Summative Nature Therapy (NT) Experiences** *(pairs or individual, your choice)***:**

The summative nature therapy experience will be done as part of the 4-day final backpacking trip. This can be done with a partner or by yourself and should be research-driven based on data collected during the semester. Related tasks will allow for more formally describing the structure and research behind the experience and reflection afterward. (LO1, 2, 3, 4)

**Visualized Marketing Plan** *(pairs or individual, your choice)*:

You will present a marketing plan for a new nature therapy business based on the data collected throughout the semester. This can NOT be a written paper but must be presented in some visualized format of your choosing. This will be shared during the debrief after the 4-day final backpacking trip. (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.

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Readings For Class** | **Assignments Due by Class Time** |
| 1 | 1/29 | Intro | Nature Therapy Overview Readings (wyocourses) | (1) Intro survey |
| 2 | 2/5 | Marketing Research Basics | Textbook: chapters 1, 3 & 4 | (1) Self-discovery PowerPoint |
| 3 | 2/12 | Secondary Data & Data Quality | Textbook: chapters 5 & 11 | (1) Waiver & health history form due |
| 4 | 2/19 | Qualitative Research & Sample Selection | Textbook: chapters 6 & 9 |  |
| 5 | 2/26 | Sample Characteristics | Textbook: chapters 7 & 8 | (1) Data Collection Activity #1 – Observation |
| 6 | 3/5 | Test #1 & SPSS Intro | Textbook: chapter 12 | (1) Data Collection Activity #2 - Interviews |
| 7 | 3/12 | Nature Therapy Techniques | Nature Therapy Technique Readings (wyocourses) | (1) Data Collection Activity #3 – Focus Group |
| 8 | 3/19 | Spring Break, NO CLASS |  |  |
| 9 | 3/26 | Quantitative Research – Part 1: Difference Tests | Textbook: chapter 13 |  |
| 10 | 4/2 | Quantitative Research – Part 2: Association Tests | Textbook: chapter 14 | (1) Data Collection Activity #4 – Experiment |
| 11 | 4/9 | Quantitative Research – Part 3: Regression Analysis | Textbook: chapter 15 | (1) Data Collection Activity #5 – Survey |
| 12 | 4/16 | Test #2 &Trip Overview |  |  |
| 13 | 4/23 | Student Meetings |  | (1) Teaching/safety plan for nature therapy experience |
|  | 4/25-28 | Backpacking Trip |  | Note: Leaving at 2pm on Thursday, 4/25 & returning by 5pm on Sunday, 4/28 |
| 14 | 4/30 | Student Meetings |  |  |
| 15 | 5/7 | Debrief | Textbook: chapter 16 | (1) Visualized marketing plan, (2) Nature journal, (3) Nature therapy experience reflection |
| 16 | 5/14 | Final’s Week, NO CLASS |  | (1) Closure survey |

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.

WC *= WyoCourses*

**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.

**ETS Exam:**

Material presented in MKT 4910 (the market research component, not the nature therapy component) will be covered on the ETS exam administered in MGT 4520. College of Business students are required to complete a comprehensive assessment during their senior capstone course, MGT 4520. This test, known as the Major Field Test in Business is developed by the Educational Testing Service, is given locally in a computer-based format. The Major Field test covers basic business knowledge and skills in eight areas: accounting, economics, finance, international issues, legal and social environment, management, marketing, and quantitative business analysis (decision science). The purpose of this test is to assess the student’s mastery and retention of basic business concepts. A minimum score is required as a condition for passing MGT 4520. 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.