COURSE NUMBER: MAR 4613 CRN 50195
COURSE TITLE: Marketing Research, 3 Hours
T,R 6:30p – 9:55p, Lutgert Hall 2210
PREREQUISITES: MAR 3023 with a “C” or better.
INSTRUCTOR: Dr. Mark Case
Lutgert Hall 3303
Phone: 590-7320
E-mail: mcase@fgcu.edu
OFFICE HOURS: TR 5:00p – 6:00p, or by appointment
REQUIRED TEXT:

Marketing Research, 8/E
Alvin C Burns
Ronald F. Bush
To have access to the course material, please go to http://www.mypersonalstore.com/bookstore/marketing-research-coursesmart-etextbook-0133074684.

Important: having the book is essential, as it comes with access to a number of assignments and data sets. If you don’t plan to buy the book, drop the course.

COURSE DESCRIPTION:

This course is a study of the research methods and techniques applicable to problem solving in marketing. Using state-of-the-art technologies for research, students develop skills in questionnaire design, data collection, data entry and analysis and presentation of written research reports. The focus is on the use of market research findings in marketing management decision making involving needs assessment, market identification, demand estimation, product design, channel selection, promotion and pricing. Attention is also given to defining information needs, determining the value of information for business decision-making and social/ethical issues in marketing research.

COURSE LEARNING GOALS:

This course is designed to help students achieve an understanding of marketing research, identify the research problem, select the appropriate research design, execute the research design, and communicate the results. Upon completion of this course, students should be able to:

- Demonstrate an understanding of the role and value of marketing research.
- Understand and be able to undertake the process of designing marketing research projects, sampling, descriptive analysis, and determining sample sizes.
- Understand and undertake the process of designing surveys, data collection instruments, and collecting data.
- Undertake data preparation, data analysis, and research budgeting, and reporting of results.

LEARNING OBJECTIVES:

This course also addresses one learning goal from the Marketing Area Academic Learning Compact: "Design research studies, interpret results, and make recommendations." In addition, two college-wide learning goals will be addressed which states that upon completion of the course, students shall be:

- Prepare effective written reports
- Solve business problems using analytical tools
The course goals along with the college and departmental learning objectives will be explored using the array of concepts and principles.

**COURSE REQUIREMENTS AND EVALUATION:**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Regular Exams (3 @ 25% each)</td>
<td>75</td>
</tr>
<tr>
<td>Practical assignments</td>
<td>15</td>
</tr>
<tr>
<td>Class Participation/Professional Behavior*</td>
<td>10</td>
</tr>
<tr>
<td>Total Possible</td>
<td>100</td>
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</tbody>
</table>

**Grading Scale:**
- A = 90 – 100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = 59% and below.

There will be no plus or minus grades, and grades will NOT be rounded; i.e., 79.8% will be a “C,” not a “B.” Grades are always earned, never given, and are not negotiated.

* Missing class is discouraged, and also contributes to the evaluation of course grade in the following manner; missed classes may lower your class grade proportionally. For example, there are 13 class meetings; missing class periods (that includes skipping out in the middle of class) may reduce your final grade by the proportion of classes missed. Therefore, missing three may result in a 25% reduction, etc . . . Also, exam questions will include discussion content from class that may not be in your textbook, so missing class may cost you points on exams. In addition, disruptive behavior in class is unacceptable, and may result in expulsion from the class (see below).

**CLASSROOM DECORUM AND BEHAVIOR**

All students are expected to behave in a manner that is conducive to a positive learning environment. Disruptive behavior includes holding conversations with fellow students while class is in session, using electronic communication devices in class, arriving late, leaving early, etc. If a student does these things, the following penalties may apply: first offence, leave the classroom and/or sustain a grade penalty of five basis points. Second offence, leave the classroom and sustain a grade penalty of ten basis points. A third offence will result in F for the course. Student may be reported to the Dean of Students at any stage, and any removal from the classroom will result in an absence for that class meeting as well.

**EXAMS**

There will be three exams during the summer session. Each exam may either be in mixed multiple-choice and short answer/problem solving format, or essay. A mixed format exam would have 25 multiple choice questions each, and five short answer/problem solving questions. An essay exam would have 10 short answer/problem solving questions. Be sure to pay attention to the final exam schedule! The final will be cumulative in nature. Unfortunately, makeup exams will not be offered for any reason, and no exam may be rescheduled. Appearing late for an exam will likely result in not being allowed to sit for the exam, so you should make absolutely sure that you have nothing on the calendar for exam days.

**PRACTICAL ASSIGNMENTS**

Over the course of the summer session, individual practical assignments will be assigned. Each assignment with its associated point value is shown in the course schedule (below). All assignment due
Dates will be posted on Canvas, and there will be some lab time for students to work out some of the problems. No late work will be accepted for any reason – which includes computer failures, clicking the wrong link, sick puppies, dating a Kardashian, or any other reason. Work will be accepted only in the Canvas Turnitin drop box. This dropbox limits the file types that are acceptable – they are .doc, .docx, .pdf, and .txt. Assignments requiring hand calculations may be scanned into PDF format and attached to the Turnitin drop box on Canvas. Any other means of turning in work will not be accepted, unfortunately. Get the work in on time, else it does not count! Some assignments will require the use of data files, which will be distributed via individual email from Canvas. Friendly advice: turn the stuff in the day before it is due so you don’t have any problems 😊

NO BORE GUARANTEE

You are guaranteed NOT to be bored in this class. How can I make such an audacious statement? Simple. If at any time you start to wonder why sheep don’t shrink when it rains, why the alphabet is in that order, or why the word abbreviation is such a long word, you have a clue that you may be getting bored. It is at this time that it is YOUR responsibility to generate/stimulate class discussion (must be topic related). If everyone follows this simple rule, no one will be bored.

ACADEMIC HONESTY:

Academic dishonesty in any form will not be tolerated and will result in a grade of “F” for the course and additional sanctions if warranted. The university policies regarding issues of academic honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU student Guidebook is available online at:


STUDENT DISABILITY STATEMENT:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the University’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall room 137. The phone number is 239.590.7956 or TTY 239.590.7930.

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into the FGCU General Counsel Policies, please go to the following website:
http://www.fgcu.edu/generalcounsel/policies-view.asp.

LAST DAY TO DROP WITHOUT ACADEMIC PENALTY: June 2, 2017
**COURSE OUTLINE AND TENTATIVE SCHEDULE:**

The outline that appears in the following pages may be adjusted, ergo it is tentative. The only scheduled items that will NOT change are exam dates, so you may want to take a chisel and carve them in stone somewhere. If any changes are made to the remainder of the schedule, they will be announced in class and/or notify you by e-mail. The column under “Assignment” contains the material for discussion on the date indicated. You really need to be prepared for class discussion by reading the material prior to class meeting! Doing so will maximize your ability to contribute to class discussion, and helps your classmates as well.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>May 11</td>
<td>Introductions, discussion of the importance of Marketing Research, review of statistics</td>
<td>Chapter 1</td>
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<td></td>
<td>Measurement and questionnaires</td>
<td>Chapter 8</td>
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<tr>
<td>May 16</td>
<td>Sampling techniques and sample size estimations</td>
<td>Chapters 9 &amp; 10</td>
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<td>May 18</td>
<td>Field work and data quality issues, review for exam 1</td>
<td>Chapter 11, <em>Homework 1 Due</em></td>
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<td>May 23</td>
<td><strong>Exam 1</strong></td>
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<tr>
<td>May 25</td>
<td>Descriptive analysis inferences from data</td>
<td>Chapter 12</td>
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<tr>
<td>May 30</td>
<td>Differences tests</td>
<td>Chapter 13, <em>Homework 2 Due</em></td>
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<tr>
<td>May 31</td>
<td>Association tests</td>
<td>Chapter 14, <em>Homework 3 Due</em></td>
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<td>June 1</td>
<td><strong>Exam 2,</strong></td>
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<tr>
<td>June 6</td>
<td>Regression basics, research problem definitions</td>
<td>Chapters 15, 2, 3</td>
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<td><em>Homework 4 Due</em></td>
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<tr>
<td>June 8</td>
<td>Research design and secondary data</td>
<td>Chapters 4, 5</td>
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<tr>
<td>June 13</td>
<td>Qualitative research techniques and data collection techniques</td>
<td>Chapters 6, 7</td>
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<td><em>Homework 5 Due</em></td>
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<tr>
<td>June 15</td>
<td>Big data, web analytics, and neuromarketing</td>
<td>Dr. Case’s homegrown presentation</td>
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<tr>
<td>June 20</td>
<td><strong>Final Exam</strong></td>
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Market research is an organized effort to gather information about target markets or customers. It is a very important component of business strategy. The term is commonly interchanged with marketing research; however, expert practitioners may wish to draw a distinction, in that marketing research is concerned specifically about marketing processes, while market research is concerned specifically with markets. Market research and marketing research are often confused. "Market" research is simply research into a specific market. It is a very narrow concept. "Marketing" research is much broader. It not only includes "market" research, but also areas such as research into new products, or modes of distribution such as via the Internet. Here are a couple of definitions:

The Marketing research Process. Marketing research is gathered using a systematic approach. An example of one follows: 1. Define the problem. Definition: The Marketing Research is the systematic collection, analysis, and interpretation of data pertaining to the marketing conditions. The basic reason for carrying out the marketing research is to find out the change in the consumer behavior due to the change in the elements of the marketing mix (product, price, place, promotion). The marketers need to know about the changing trends in the market viz.