

# **S Y L L A B U S**

MKT352 (2007TRI-A)

## **Marketing Research and Analysis for Marketers**

9/8/2007 – 12/8/2007

Saturday, 1:15 PM to 4:45 PM

Old Main 13

# MKT 352 MARKETING RESEARCH AND ANALYSIS FOR MARKETERS

Fall Semester, 2007

**Professor:** Leon Tyler, Adjunct Professor

**Office:** To Be Determined (TBD)

**Contacts:** Office: TBD

Cell (anytime, any day): 651 332-9136

**E-mail:** leontyler@augsborg.edu

Leontyler@aol.com

**Office Hours:** TBD, or as arranged.

**Textbook:** Zikmund, William G. and Babin, Barry J. (2007). *Exploring Marketing Research*, 9<sup>th</sup> ed. Mason, Ohio:Thomson South-Western Press

## Course

**Objective:** This course focuses on the process of marketing research and its use to generate the information marketers need to effectively manage their products and services.

Prerequisites: BUS 379 - Quantitative Methods for Business and Economics  
ECO 113 - Principles of Microeconomics  
MKT 252 - Principles of Marketing

## Teaching

### Methodology: **Individual Learning**

Lecture and in-class discussions and exercises are used to present the principles of marketing research and to highlight examples of practical applications of those principles. Examinations and quizzes provide students opportunities to demonstrate their knowledge and understanding of the principles presented in class and in assigned readings. Case studies provide students opportunities to demonstrate their understanding and ability to apply those principles to real life marketing situations.

### **Team Learning**

Class members are divided into learning teams. Each learning team will demonstrate their corporate understanding of the principles by applying them in the identification, design, execution and reporting of findings of a marketing research project for an organization of their choice.

**Evaluation**

**Criteria:** Grades will be determined by your performance on the following course requirements:

	Due	Points	%
<b>Individual Learning</b>			<b>(68%)</b>
Case 1 – Problem Definition	Oct 6	30	6%
Case 2 – Secondary Research	Oct 20	30	6%
Midterm Exam	Oct 20	75	16%
Case 3 – Research Design	Nov 3	30	6%
Case 4 – Questionnaire	Nov 17	30	6%
Case 5	Dec 1	30	6%
Final Exam	Dec 8	75	16%
<b>Quizzes</b>	TBD	<u>25</u>	5%
<b>Total Individual Points</b>		<b>325</b>	
<b>Team Learning</b>			<b>(32%)</b>
Request for Proposal	Oct 6	25	5%
Research Proposal	Oct 20	25	5%
Data Collection Materials	Nov 17	25	5%
Findings Report	Dec 8	50	11%
Findings Presentation	Dec 8	<u>25</u>	5%
<b>Total Team Points</b>		<b>150</b>	
<b>Extra Credit Opportunities</b>	TBA	50	

**Grades:**

Points	Grade
438 - 475	4.0
418 - 437	3.5
390 - 417	3.0
371 - 389	2.5
343 - 370	2.0
295 - 342	1.5
276 - 294	1.0
<276	0.0

**Instructor's**

**Policies:** **Attendance** -- Please attend class. Let me say that again: PLEASE ATTEND CLASS. If you miss three or more class sessions, you will receive an automatic 1.0 grade reduction on your final grade. It is your responsibility to check with me to see how many absences I have noted. If you come in more than 10 minutes late, that day will count as an absence unless you have an emergency. Working late does NOT count as an emergency! Please make arrangements with your employer so that you will not have to work the Saturdays on which we have class. Athletes, please give me a copy of your games/meets schedule, along with a note from your coach, and we will work out an appropriate compromise.

My lectures include more information than is in your text. It is important to read your text, but if you miss class, you will miss valuable concepts and principles that are highly likely to show up in case studies and on exams and quizzes.

I use class participation to determine borderline grades—up to two additional points at my discretion. No guarantees, but you may end up being pleasantly surprised. That's why you need to attend class! Plus, it's not fair to your classmates, and to me (and to whomever's footing the tuition bill), if you don't.

**Make-up Tests** -- Make-up tests will be issued only under extenuating circumstances. Please call me if you have such a situation. I reserve the right to refuse make-up tests for unapproved absences. Missed quizzes may **not** be made up.

**Late Assignments** -- Submitting assignments on time is a critical element of your educational experience. Opportunities in life are fleeting. Frequently when you're late, you're out-of-luck. In this course, tardiness will **not** be rewarded with full credit. That said, I also realize that you have numerous and pressing demands on your time and attention, beyond this class. The policy for this class is that late assignments will be accepted through the last day of class, Saturday, December 8. The maximum points that can be earned by an assignment submitted after its due date are reduced by 25%. You are strongly encouraged to submit assignments on time. No assignments will be accepted for credit in this course after Saturday, December 8, 2007.

**Spelling, Grammar and Formatting** – The grading rubric for all written assignments is 85% content and 15% context. Submissions are graded for spelling, grammar and formatting. In today's world, you are frequently judged as much based on how well you express yourself in writing as how well you speak or the neatness of your appearance. We have a great Writing Lab on campus. Please make use of it.

All written assignments **MUST** be typed (double-spaced).

**Learning and Other Disabilities** -- If you are learning-disabled or physically challenged and need special arrangements please let me know.

**Academic Dishonesty** -- Academic dishonesty is not only forbidden at Augsburg but is abhorrent. Any student suspected of such behavior (cheating on examinations, plagiarism, stealing library materials, copying cases prepared by another student, faking survey data, etc.) will be asked to meet with me individually. If the issue cannot be resolved, we will meet with the department chairman, then with other college administrators if need be. In some cases, academic dishonesty is grounds for a failing grade in this class.

With the exception of team assignments, students are expected to do their own work without help from others. Please note in particular that copying quotations from printed materials without citing the source is a form of plagiarism. Rearranging the words does not change that fact. The wording you use must be your own or else you are stealing someone's work. If you take exact wording from a textbook or article, use quotation marks and acknowledge the author. If you use your own wording to cite someone's ideas, you must use footnotes or references. If you need further clarification on what constitutes academic dishonesty, please call the office of the Academic Dean and ask for a copy of the college statement on academic dishonesty.

**Cell Phones** -- Please, as a courtesy to me and to your classmates, TURN OFF YOUR CELL PHONE DURING CLASS (or else I may have to confiscate it until the end of class)!!!

**CLASS SCHEDULE**  
(Tentative – subject to change as time permits)

Class No.	Date	Topic	Text Reading Chapters	Assignments Due
1	9/8	Introduction Marketing Research Process	Chapters 1 & 2 Chapters 3 & 4	
2	9/22	Beginning the Process Research Design	Chapters 5 & 7 Chapters 6 & 8	
3	10/6	Sampling Research Methodology	Chapters 16 & 17 Chapter 9	Individual Case 1 – Problem Definition Team Research RFP
4	10/20	Midterm Exam Research Methodology	Chapters 10, 11 & 12	Individual Case 2 – Secondary Research Team Research Proposal
5	11/3	Data Collection	Chapters 13, 14, 15 & 18	Individual Case 3 – Research Design
6	11/17	Data Preparation & Analysis	Chapters 19, 20, 21, 22, 23 & 24	Team Data Collection Materials Individual Case 4 – Questionnaire Development
7	12/1	Findings reporting and Presentation	Chapter 25	Individual Case 5 - Analysis
8	12/8	Final Exam		Team Findings Report Team Findings Presentation

## Team Marketing Research Project

A major requirement of MKT 352 Marketing Research and Analysis is the successful completion of a field-based, primary research project.

The objective is to provide you with the experience of actually completing a marketing research project for an organization (profit or nonprofit) as a team. The experience you will gain by interfacing and working with the management of the organization you choose and your fellow team members, and by actually doing marketing research will be invaluable to you. You and your team will be provided with class lecture and text material at each step of the research process to assist in successfully completing this marketing research project.

This assignment is divided into five parts. Each part will be graded independently of the others. Should your team receive a lower score on any part of the project, you may resubmit a revised version of that part for additional points.

To successfully accomplish this project, you will need to organize your team to maximize collaboration opportunities and effectiveness.

As a team, you will:

1. Select an organization (for-profit or not-for-profit) with which you would enjoy working.
2. Coordinate with that organization in identifying a researchable issue or issues.
3. Develop a Request for Proposal (RFP).
4. Develop a research proposal to be approved by the organization, and submitted to and approved by the Augsburg College Institutional Review Board (IRB). This is your responsibility. No research may begin without the appropriate approvals.
5. Develop your data collection materials.
6. Collect the data.
7. Analyze your data and write a report of findings including conclusions and recommendations.
8. Present your findings to the class.

### Research Project Requirements

1. Each team must contact an organization of its choice and develop a mutually acceptable research objective(s).
2. Each team must submit its research objectives to me in writing on the approved IRB form. If necessary, the team must also submit this form to the IRB for its approval. This is the team's responsibility. No research may begin without the appropriate approvals. We will either approve or reject each team's proposed marketing research project posthaste.

3. If the team's research objectives are approved, the team will then proceed with its research using their prescribed methodology.

***Let's see some first-class work!!!***