Syllabus MGT 481, MARKETING RESEARCH I, Spring 2016

MGT 481-002[CRN #50405]:
12:30 a.m. – 1:45 p.m.   M/W ASM 1017

INSTRUCTOR	**Dr. Catherine A. Roster**
	Office: ASM 2152
	Phone: 277-7109 **E-mail:** roster@unm.edu
	Office Hours: T 10:00 a.m. – 11:45 a.m. & M/W 10:00 a.m. - 11:30 a.m.
	Appointments can be arranged outside these times. Email or see me after class to schedule an appointment.
Graduate Assistant	Noushin Laila Ansari **E-mail:** nlaila@unm.edu
REQUIRED TEXT	MR 2, 2nd Edition
	Brown/Suter (2014)
	ISBN: 9781133958413
	Publisher: Cengage Learning
	eText: http://www.coursesmart.com/IR/7112553/9781133958413?__hdv=6.8

COURSE OBJECTIVES

This course is designed to provide students with an understanding of the role of marketing research as an aid to management decision-making and marketing strategy formulation. Emphasis will be placed on survey methods, including questionnaire design, sampling, collection and statistical analysis of data. The course is structured to provide students with hands-on experience of all phases required in the design and execution of a marketing research project. Specifically, course objectives are designed to foster students' ability to:

- Understand the relationship between marketing management problems and marketing research insights
- Gain knowledge about the marketing research process, decisions, issues, and current practices
- Learn how to use tools and technologies commonly practiced and used by marketing managers
- Effectively communicate research findings to managers in both oral and written formats
- Manage project tasks and timelines as part of a research team

PREREQUISITES

MGT 322 is a prerequisite for this course.

STUDENT EVALUATION

Interim Assignments (milestones)	35 pts.	(group grade)
Oral Report	50 pts.	(group grade)
Written Report	130 pts.	(group grade)
Project Participation	50 pts.	
Exam I	100 pts	
Exam II	100 pts	
Exam III	100 pts	
Required Attendance Days	30 pts	
SPSS Homework Assignments	50 pts	
	Total Course Points: 645	

Final letter grades (no plus/minus) will be based on <u>cumulative</u> course points earned as follows:

A = 581 points or better
B = 516 to 580 points
C = 452 to 515 points
D = 387 to 451 points
F = 386 points or below

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EXAMINATIONS
Three midterm exams and one optional cumulative final will be administered during the course of the semester. Each exam will be worth 100 points. Exams will include a variety of questions, including multiple choice, matching, short answer, and application problems. A study guide will be posted at least one week prior to each exam. There will be no make-up exams for any reason. The optional cumulative final exam will be similar to the mid-semester exams but will cover all course material. The sum of your three highest exam scores will be applied toward the final course grade. Exams will not be returned to students. You will receive your graded exam responses. Students may review an exam with me during my office hours (or by mutually convenient appointment) or with my GA (by appointment) within 10 days after grades are posted to UNM Learn.

COURSE WEBSITE
All course materials, including lecture slides, homework assignments, project forms, exam study guides, student grades, and other resources will be posted to the course webpage on UNM Learn.

TEAM RESEARCH PROJECT
Student teams will complete a marketing research project for a business client. This project will be completed in stages with various assignments due throughout the course of the semester.

We will form research teams in class the 2nd week of the semester. The minimum team size is 5; maximum is 8 students. Students will not be allowed to voluntarily request a move to another team once projects are underway. A team member can be "fired" by his/her team at any point during the semester. A team wishing to fire a member must provide adequate justification for their decision in a letter to me, signed by all parties and copied to the team member in question. I reserve the right to make the final decision. If fired, the student must gain permission from another team to join their project (which also requires a letter to me signed by all parties) or he or she must complete ALL phases of the research project with a new client by him/herself in order to earn credits for this component of the course.

PROJECT MILESTONES AND PROJECT PARTICIPATION POINTS
Conducting a complete primary marketing research project for a real business client is a major endeavor. It is a highly challenging task given the assumed resource constraints, which are not at all uncommon in the real business world. The success of the project and the quality of your group's deliverables are largely dependent upon your ability to effectively plan and manage time, resources, and scope of your project.

Project management is both a group and an individual responsibility. The team as a whole is responsible for completing all milestone assignments on time (unless an extension is granted by the instructor—see below "late penalties") and complete according to requirements listed for each milestone in the Project Assignment document. Interim project points reflect the team's performance in meeting major project milestones. In addition, individual team members are responsible for fulfilling their assigned tasks and honoring their commitments to the team project. Individual contributions are reflected in Project Participation points to be assigned by the instructor based on evidence of active participation throughout the semester as described in the Project Assignment document.

SPSS HOMEWORK ASSIGNMENTS
Homework assignments are designed to give students practice analyzing and interpreting research data in SPSS. SPSS is the most widely used program for analysis of marketing research data. The program is available in the Anderson virtual lab (V-lab) and in the Johnson Marketing Lab. You may work together as a group on homework assignments, with no more than five students to a group. You do not have to work with the same group on all homework assignments. Therefore, it is critical that all contributing student's names are listed on the front page of each homework assignment. Only those students whose names appear on the front page will receive points for the assignment. If you work as a group, all group members will receive the same grade for that assignment. You can also choose to complete any SPSS homework assignment by yourself, if you wish.

ATTENDANCE
Attendance and timeliness are expected. Students who miss the first two classes of the semester will be automatically dropped from the class. Students with excessive unexplained absences at any point during the semester will also be dropped from the class. Attendance will be taken at the beginning of class on all required attendance days. Required attendance dates are noted on the syllabus. If you are not present on the date your team is scheduled to present your project, you will receive zero points for the oral presentation.

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LATE PENALITIES
A penalty of up to 10% *per hour* will be assessed for all Project Assignments and SPSS homework assignments that are turned in late or incomplete. "Late" means turning in an assignment after class has started on the due date if you have not negotiated with me an extension on the assignment at least 24 hours prior to the beginning of class.

ANDERSON'S ACADEMIC HONESTY CODE & POLICY

"Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty."

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty or who otherwise fails to meet the standards. Any student who has been judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; falsifying survey data; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or outside the university; and nondisclosure or misrepresentation in filling out applications or other university records. For a full text of Anderson's Academic Honesty Code, please visit http://www.mgt.unm.edu/honesty.

MARKETING STUDENT PROFESSIONAL CODE OF CONDUCT
The marketing faculty has created this Student Code of Conduct to support a productive and stimulating learning environment in all marketing classes. The code is designed to help ensure a positive atmosphere and support the vast majority of students who currently exhibit the professional standards detailed below.

Students should exhibit *professional values and behavior* in activities related to their education by demonstrating trust, respect and common courtesy for their classmates and professors by engaging in *professional classroom* conduct, such as

- not text messaging reading email, or 'surfing' the web during class
- turning off cell phones during class
- not listening to MP3 players in class
- not departing the room to respond to text or cell phone calls
- avoiding unnecessary talking
- not reading outside material in class
- not working on other class assignments while in class
- complying with class instructions for laptop use

and contributing to a *positive learning environment*, such as

- completing all assigned readings prior to the class period
- arriving, attending and departing class in a professional manner
- taking responsibility for team and individual assignments
- fulfilling team obligations by showing up on time and being prepared
- developing cooperative relationships with other students and faculty
- being prepared to respond to questions or provide examples when asked
- asking for clarification on projects, assignment, and deadlines in class (if you have a question, others will, too).

SPECIAL NEEDS
If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Note you will have to provide documentation from Accessibility Services (Mesa Vista Hall, Rm 210, 277-3506) stating appropriate accommodations to be followed by the class instructor. Please go to www.unm.edu/~wzahner/access.html for additional information regarding your educational rights under ADA. Course materials can be made available in alternative formats.

JOHNSON MARKETING LAB
The Rick and Debbie Johnson Marketing Lab is a state-of-art facility that will enhance your educational experience in this course. In addition to five workstations with specialized design and marketing research software, amenities include collaborative learning pods, teleconferencing and videoconferencing capabilities, and a LCD presentation system. The tools in the lab are the same ones used by blue-chip multinational corporations, advertising agencies and media companies to conduct in-depth analysis of markets, and develop and execute integrated marketing communication campaigns.

Only authorized students with a legitimate purpose are allowed to use the lab. The facility is protected by a monitored access control and alarm system. The access code this semester is **1610**. Under no circumstances are students enrolled in this course allowed to share the code with non-authorized individuals, including other marketing students. Doing so will result in loss of access privileges to the lab and may result in disciplinary action by the university.

QUALTRICS SURVEY SOFTWARE
Anderson students have access to Qualtrics, the world's leading Internet survey software. To access Qualtrics, please go to: http://www.mgt.unm.edu/qualtrics/. A link is provided in the course webpage on UNM Learn under Resources. **Do NOT create your account using the access code that comes with your textbook!** Doing so will prevent you from utilizing the full utilities of the software provided through our Anderson license.

You must first establish an account. Your account name should be your UNM email address. If you use Qualtrics software to conduct your research project, please add me and all other project members (after they have established their account) as collaborators to your survey.

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SCHEDULE*

DATE	PROJECT DEADLINES	TOPIC	TEXT
M 01/18	**HOLIDAY –NO CLASS**		
W 01/20		Course Introduction	Ch.1
M 01/25		Intro to Project/The Research Process & Descriptive Research	Ch. 1 Ch. 3 (sec. 3.3)
W 01/27		GROUPS FORMED **ATTENDANCE REQUIRED** Problem Formation & Research Questions Ch. 2	
M 02/01		Research Questions/Secondary Data	Ch. 2, 4
W 02/03		Primary Data Collection	Ch. 5 (sec. 5.2) & Ch. 6
M 02/08		Measurement Principles & Scales	Ch. 5 (sec. 5.1) & Ch. 7
W 02/10	ASSIGNMENT #1 DUE: Problem Formation & Objectives **1ˢᵗ Status Report Due**	Measurement Principles & Scales (cont'd)	Ch. 7
M 02/15		Questionnaire Design	Ch. 8
W 02/17		Questionnaire Design (cont'd)	Ch. 8
M 02/22**◄◙	Bring 1ˢᵗ Draft Questionnaire	Work in Groups—**ATTENDANCE REQUIRED**	
W 02/24	**EXAM 1**		
M 02/29	ASSIGNMENT #2 DUE: Questionnaire	Sampling Methods	Ch. 9
W 03/02		Data Collection and Errors	Ch. 10
M 03/07◄◙	ASSIGNMENT #3 DUE: Sampling Plan	Introduction to SPSS and V-lab Data Entry & Codebooks	Ch. 11
W 03/09 ◄◙		More on SPSS (and Qualtrics)	Ch. 11
M/W 03/14-16	**SPRING BREAK – NO CLASSES**		
W 03/21 ◄◙	ASSIGNMENT #4 DUE: START DATA COLLECTION	Descriptive Statistics	Ch. 12
M 03/23◄◙	**2ⁿᵈ Status Report Due**	Descriptive Statistics (cont'd)	Ch.12

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DATE	PROJECT DEADLINES	TOPIC	TEXT
M 03/28 ◄◙	SPSS HOMEWORK #1 DUE: Descriptive Analysis	Hypothesis Testing/Correlation	Ch. 12, 13
W 03/30 ◄◙	ASSIGNMENT # 5 DUE: Codebook [if non-Internet]	Chi Square Goodness of Fit & Crosstabs	Ch. 12, 13
M 04/04	**EXAM 2**		
W 04/06 ◄◙	STOP DATA COLLECTION SPSS HOMEWORK #2 DUE: Correlation, Crosstabs and Chi Square Analysis	Paired and Independent Sample T-tests	Ch. 13
M 04/11	ASSIGNMENT #6 DUE: Choose Presentation Date ASSIGNMENT #7 [EMAIL and Place in File Exchange Prior to Meeting]	Presenting Research Results	Ch. 14
W 04/13	NO CLASS, SCHEDULE PROJECT MEETINGS WITH INSTRUCTOR 04/12-15 TO REVIEW DATA ANALYSIS PLAN ASSIGNMENT #8 DUE: Data Entry Completed [if non-Internet]		
M 04/18	SPSS HOMEWORK #3 DUE: T-Tests	Exploratory & Causal Research	Ch. 3 (all but 3.3)
W 04/20	**3rd Status Report Due**	Observation Research	Ch. 5 (all but 5.1)
M 04/25**	ASSIGNMENT #9 (ORAL REPORTS) **ATTENDANCE REQUIRED**		
W 04/27**	ASSIGNMENT #9 (ORAL REPORTS) **ATTENDANCE REQUIRED** ASSIGNMENT #10 (WRITTEN REPORT DUE) Group Participation Survey Due		
M 05/02**	ASSIGNMENT #9 (ORAL REPORTS) **ATTENDANCE REQUIRED** ASSIGNMENT #11 (CLIENT SUBMISSION STATEMENT)		
W 05/04	**EXAM 3** ALL PROJECT GRADES RETURNED Email instructor by noon on 05/04 if you plan to take the optional cumulative final exam on 05/06.		

OPTIONAL FINAL EXAM
W 05/11   10:00 a.m. - 12:00 p.m. Location TBD
* The instructor reserves the right to make changes as necessary except for exam dates, which are firm.
** I will take attendance at the beginning of class. Minus 5 points if late or not in attendance.

◄◙ Indicates content for which laptop use in class is encouraged. Specific dates are subject to fluctuations in the course schedule. Laptop use in class will be allowed at the discretion of the instructor and only when its use facilitates learning objectives. Otherwise, students will be asked to close laptops at the beginning of class.