



The grading scale is as follows:

- A ≥ 612 pts.
- B 544 – 611 pts.
- C 476 – 543 pts.
- ≤ 475 no grade earned

Exams:

There will be two required exams, each worth 150 points. You must receive prior approval to miss an exam. If approved, alternative arrangements will be made to take the missed exam. If not approved prior, you will receive zero points for the exam. The final exam is optional, comprehensive, and will be worth the same value as the other 2 exams. If you take the optional final exam and score higher than your lowest score on previous exams, the score on the final will replace your lowest score; otherwise the original score will be retained.

**TEAM EXERCISES**

Team exercises are designed to strengthen students' ability to synthesize information, consider critical implications in research design, utilize analysis tools, and report insights to inform strategic decisions by marketers. Teams will be formed the second week of class. Team sizes can range between 3 to 6 students. Teams will choose a topic for their research projects (Exercises 1 and 2) from a set of current marketing trends selected by the instructor. In Exercise 3, teams will analyze and lead class discussion of a marketing research ethical dilemma from a set of cases provided by the instructor. The full set of cases available is provided in Learn in Module 3. Students will not be allowed to move between teams once formed.

**SPSS HOMEWORK ASSIGNMENTS**

Homework assignments are designed to give students experience 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 and in the Johnson Marketing Lab, located directly across from Anderson's computer lab. You may work together in groups on homework assignments, with no more than 3 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 students' names on the front page will receive the same grade for that assignment. You can also choose to complete any SPSS homework assignment by yourself, if you wish.

**WEB-ENHANCED COURSE WEBSITE**

All course materials, including lecture slides, homework assignments, exam study guides, student grades, and other resources will be posted to the course webpage on UNM Learn. Teams will have their own group space with tools such as discussion board, file exchange, and group email.

**THE JOHNSON MARKETING LAB**

The Rick and Debbie Johnson Marketing Lab is a state-of-art facility which 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 **16XX**. 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.

**Johnson Marketing Lab Hours**

*Monday through Thursday: 8:00 a.m. to 10:30 p.m.*

*Friday: 8:00 a.m. to 5:00 p.m.*

*Saturday: Noon to 5:00 p.m.*

*Sunday Closed; Breaks/Holidays/ Closed*

### 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/>. You must first establish an account. Your account name should be your UNM email address. Please add me and all other project members (after they have established their account) as collaborators to your survey [click on "Collaborate" under "Tasks" next to your survey]. My Qualtrics account username is [roster@mgt.unm.edu](mailto:roster@mgt.unm.edu).

A link to Qualtrics Anderson Login page is provided in the course webpage on UNM Learn under "Resources". **Do NOT create your account through the Qualtrics.com corporate webpage.** Doing so will prevent you from utilizing the full utilities of the software provided through our Anderson license.

### 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](http://www.unm.edu/~wzahner/access.html) for additional information regarding your educational rights under ADA. Course materials can be made available in alternative formats.

### 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:

- 1) demonstrating trust, respect and common courtesy for their classmates and professors by engaging in *professional classroom conduct*. For example, by
  - turning off cell phones in class
  - not text messaging, reading email, or 'surfing' the web 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
- 2) contributing to a *positive learning environment*. For example, by
  - 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)

### 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>.

## TENTATIVE SCHEDULE

DATE	ASSIGNMENT DEADLINES	TOPIC	READING
W 01/20		The Role of Marketing Research in Managerial Decision Making	Ch. 1 & 2
W 01/27	<b>Form Teams and Assign Topics/Cases for Exercises</b>	Marketing Research Process and Research Design	Ch. 3 & 4
W 02/03 ◀◻		Secondary Research and Standardized Data Resources	Ch. 5 & 6
W 02/10		Qualitative and Observational Methods	Ch. 8
W 02/17	<b>Exam 1</b>	<b>EXAM 1 (covers chapters 1-6 &amp; 8)</b> Survey Data Collection and Methods	Ch. 9 & 10
W 02/24 ◀◻	<b>Exercise 1 Due: Marketing Situation Analysis</b>	Measurement & Questionnaire Design	Ch. 11 & 12
W 03/02		Fundamentals of Sampling	Ch. 14
W 03/09 ◀◻	Qualtrics Survey Draft Ready for Instructor Review	Experimental Research Designs Work in groups after	Ch. 13
W 03/16		NO CLASS – SPRING BREAK	
<b>W 03/23</b>	<b>Exam 2</b>	<b>EXAM 2 (covers chapters 9-14)</b> Introduction to V-lab and SPSS	
W 03/30 ◀◻	Final Qualtrics Survey and Amazon MTurk Sample HIT	Fundamentals of Data Analysis Hypothesis Testing & Categorical Data Analysis: Crosstabs & Chi-Square	Ch. 16 Ch. 17
W 04/06 ◀◻	<b>SPSS Homework 1 Due:</b> Categorical Data Analysis	Means Tests: T-tests, 1-way ANOVA, and 2-way Factorial ANOVA	Ch. 18
W 04/13	<b>Exercise 2 Due: Research Abstract &amp; Presentations</b>		
W 04/20	<b>SPSS Homework 2 Due:</b> Means Analysis	Predictive Analysis: Correlation and Multiple Linear Regression Analysis	Ch. 19
W 04/27 ◀◻	<b>SPSS Homework 3 Due:</b> Predictive Analysis	New Frontiers in Marketing Research Work in groups after	Ch. 25
W 05/04	<b>Exercise 3 Due: Research Agency Ethics Case Presentation</b>		Read Cases

Note: If you wish to take the optional cumulative final exam, please confirm by 5:00 p.m. May 6. I will make individual arrangements with you to take the exam during finals week.

◀◻ Indicates content for which laptop use in class is encouraged. Otherwise, the instructor reserves the right to dictate use of laptops during class time.