

ACU COLLEGE OF BUSINESS ADMINISTRATION
COURSE SYLLABUS
MKTG 341.01: MARKETING RESEARCH
MWF 8:00-8:50AM
SPRING 2020

Competence
Character
Community

Instructor: Ryan Jessup, PhD
Associate Professor of Marketing
College of Business Administration

Office Hours: MW: 1:30-3:30; T: 9:30-11,
1:00-2:30; Or By Appointment
None on Thurs or Fri

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*“To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, **promotes the intellectual, personal, and spiritual growth of business students**, and educates them for Christian service and leadership throughout the world.”*

The COBA Mission Statement

To educate students for Christian service and leadership throughout the world.

The ACU Mission Statement

Course Description: A study of the role of marketing research in the modern organization. Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process; a significant portion of the course is the development and execution of a marketing research project.

Contribution of Course to Overall Business Perspective: This course should ground you in the necessity of information as the guide to effective marketing decisions. Every for-profit business and not-for-profit organization deals with information. A vital source of marketplace information is continuous and project specific data interpretation. Good decisions are only as good as the information they are based upon. Good information must be purposely and accurately gathered and interpreted to contribute to effective decisions.

Contribution of Course to Christian Service and Leadership: This course will help individuals to critically evaluate information, essential for Christian leadership and making good decisions.
(Proverbs 4:7-8 NIV: The beginning of wisdom is this: Get wisdom. Though it cost all you have, get understanding. Cherish her, and she will exalt you; embrace her, and she will honor you.)

Goals for Student Competency: Upon successful completion of this course you should:

- Understand what is involved in developing a marketing research plan
- Understand how to identify the problem before creating a research agenda
- Understand how to construct data collection instruments
- Understand how to analyze data and develop information
- Understand how to interpret information and arrive at meaningful conclusions

Format: Class time will generally consist of lecture, class discussion, and experiential exercises. Being prepared for class (e.g., reading the assigned material) is expected. Expectations for outside of

class involve timely completion of homework assignments, participation in group project meetings, and contribution to group effort.

Prerequisites: MKTG 340

Text and Supplements: Brown, Suter, and Churchill Basic Marketing Research, Eighth Edition, South-Western Cengage Learning, 2014

Grade Composition: Your grade will be computed on the following basis:

Activity	Value	Points
Examination 1	10%	100
Examination 2	10%	100
Examination 3	10%	100
Assignments	10%	100
Participation	10%	100
Research Project	(50%)	500
Research Request Agreement	10%	100
Research Proposal	10%	100
Final Report	20%	200
Presentation	10%	100

Grading System

Letter Grade	Semester Combined Average
A	90 or above
B	80 – 89
C	70 – 79
D	60 – 69
F	Below 60

Course Assignments and Policies:

Attendance

Due to popular demand I have added an attendance policy. You may have up to 4 absences for any reason with no penalty. (Each tardy counts as ½ absence). However, **for each absence beyond that your overall average is lowered by 2 points.** On the other hand, if you miss 1 or fewer times then **1 point will be added** to your overall grade. The only absences that are “excused” are university approved absences (e.g., sports, professional conferences). More than 2 excused absences will reduce your number of “free” absences with no penalty. (If you anticipate missing multiple classes due to sports or other university-approved activities, you should come to talk to me so that I can explain the procedure.) Mental inattendance like sleeping in class or unauthorized use of a computing device may result in you be counted absent.

Exams

Each of the exams will be based on material covered since the previous exam. *There will be no make-up exams without prior approval.*

Assignments

Homework will be assigned periodically. Unannounced quizzes may also be administered periodically. No late work will be accepted except for unexpected excused absences (e.g., an illness for which you have a doctor’s note). Unless otherwise noted, all

assignments need to be turned-in in-person, not via dropbox. Print things the night before to avoid doing work but getting no credit for it.

Participation

Participation is essential to the success of this learning experience and will be considered an important element in the evaluation process. This includes your involvement in class discussion, having a good attitude, providing feedback during and after presentations, and completion of class assignments. **Moreover, students will not be allowed to use any type of computational, communicational, or combustible device during class time, except when directed to do so by the instructor as part of an in-class activity or designed “lab working time.”** If you believe that a reasonable exemption from this rule should be made for you, please see the instructor.

A participation score will be awarded based on attendance, preparedness, attentiveness and appropriate contribution to discussion and involvement in your group project. Thus, simple class attendance is not sufficient to qualify for full class participation credit.

Research Project

Marketing research is best learned by actually conducting research. Accordingly -- working within a group -- you are required to identify a marketing research problem for an organization or company and to complete a research project that provides decision makers with solid information with respect to the opportunity or problem at hand.

During the course of the semester, your group will be required to turn in three written reports, the Research Request Agreement, the Research Proposal, and the Research Report. In addition, you will present your results to your classmates.

The Research Request Agreement will detail precisely the nature of the client's research problem. This report, not to exceed 2 pages, should review the nature of your discussions with your client, provide background on the situation, and define the research problem(s). **(An example Research Request Agreement is included in chapter 3 in the text and a sample guideline will be found in the Research Project Items folder in the Google Drive folders on Canvas – use them!)** Please note: I expect your projects to address meaningful issues and will reject projects that lack merit. If there is a question about this, please see me prior to the completion of the first report. You will also be required to overview the research problem(s) for the class.

The Research Proposal will include (a) a summary of the decision problem and research problem(s) being addressed, (b) a comprehensive discussion of secondary data and/or exploratory research conducted and (c) a complete discussion of the research design, data collection method and forms, and sampling plan for your project. This report (roughly 15 pages plus appendices) is to provide the rationale for decisions you have made and will serve as a summary of the project prior to data collection.

The Research Report will provide a written summary of the complete project. The Research Report will incorporate large components of the Research Proposal but will also include the results obtained, your interpretation of these results, and recommendations based on the results. The Research Report should be written for the client such that he/she can easily see how your research has provided answers to the research problem(s). Managers are typically not interested in flashy displays of numbers, graphics, etc.; rather, they want to see answers presented in an easy-to-understand format. Hence, you should

present these answers via whatever means allow you to best communicate the information (e.g., non-flashy graphs, tables, figures, text). Clarity and conciseness should be your goals when writing. Remember that, in general, you will be writing to managers, not other researchers. One appropriate technique is to discuss the results in the text of your report, using only those numbers and charts necessary to support your comments, and to provide more complete information about data, analyses, etc., in a technical appendix. The preliminary Research Report is due during the last week of class (see schedule). I will grade the preliminary report, provide feedback on how to improve it, and allow each group to improve its grade by revising the report. The final Research Report is due at the time of the Oral presentation during finals week (see schedule). **Note: You are responsible for getting a copy of the final report to your client. You must turn in a signed copy of the cover letter sent to the client along with the final report.**

Groups will make oral presentations of their projects to the class during the final week of classes. You will present your results to the managers of the company or organization for which the project has been conducted. Again, you should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly more or less to the project than did other members of the same group, then group members' grades on the group project will be modified according to their peer review rating, adjusting their grades upwards or downwards, respectively. (Therefore, it is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

The research project is the single most important part of the course. It will take tremendous effort on your part, but the rewards can be great. As you work with your client organization or company, please keep in mind that your reputation and the reputation of our school are on the line.

ADA Compliance Policy

Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please call our office directly at (325) 674-2667 or email alpha@acu.edu.

Academic Integrity

Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failing to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submitting papers or projects obtained from another source (e.g., research service or club paper file) as one's own, 3) Falsifying information orally or in writing, and 4) Receiving, giving, or using unauthorized aid on an examination or quiz. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of the College of Business Administration, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following this [link](#).

Anti-Harrassmennt Policy

As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the [ACU Counseling Center](#). All of your options are available for review by clicking on the [link](#) to ACU's policy.

Tentative Class Schedule

Wk	D	DATE	CLASS ACTIVITY	PROJECT ACTIVITY
1	1	Mon Jan 13	Syllabus, Intro to Marketing Research	Group Formation
1	2	Wed Jan 15	Marketing Research [1]	Consider client
1	3	Fri Jan 17	Marketing Research [2,5]	Problem Definition, meet with client
2	x	Mon Jan 20	HOLIDAY: MLK JR DAY	
2	4	Wed Jan 22	Problem Definition [3]	"
2	5	Fri Jan 24	"	"
3	6	Mon Jan 27	Research Design [4, 8, 9a (pp. 178-185)]	"
3	7	Wed Jan 29	"	DUE: Research Request Agreement
3	8	Fri Jan 31	"	Research Design
4	9	Mon Feb 03	"	"
4	10	Wed Feb 05	EXAM 1	"
4	11	Fri Feb 07	Secondary Data [7]	"
5	12	Mon Feb 10	(Guest Speaker)	Data Collection Method
5	13	Wed Feb 12	"	"
5	14	Fri Feb 14	"	"
6	15	Mon Feb 17	Primary Data [9b (pp. 185-end),11]	"
6	16	Wed Feb 19	"	"
6	17	Fri Feb 21	Measurement Theory [12]	Data Collection Forms; (Intro written)
7	18	Mon Feb 24	"	"
7	19	Wed Feb 26	"	"
7	20	Fri Feb 28	Data Collection Forms [13]	"
8	21	Mon Mar 02	"	"
8	22	Wed Mar 04	EXAM 2	meet w prof w survey draft
8	23	Fri Mar 06	Sampling [14]	Design Sample
x	x	Mon Mar 09	HOLIDAY: SPRING BREAK	
x	x	Wed Mar 11	HOLIDAY: SPRING BREAK	
x	x	Fri Mar 13	HOLIDAY: SPRING BREAK	
9	24	Mon Mar 16	"	"
9	25	Wed Mar 18	"	"
9	26	Fri Mar 20	"	Data Coding/Entry
10	27	Mon Mar 23	workday	"
10	28	Wed Mar 25	Sampling [cont.]	DUE: PROPOSAL DRAFT
10	29	Fri Mar 27	"	"
11	30	Mon Mar 30	Data Collection and Response Rates [15]	Data Collection
11	31	Wed Apr 01	Data Analysis: Preliminary Steps [16]	DUE: RESEARCH PROPOSAL
11	x	Fri Apr 03	workday (Dr. Jessup away)	
12	32	Mon Apr 06	Coding Open-Ended Responses (16)	Data Analysis
12	33	Wed Apr 08	Data Analysis [17-18]	"
12	x	Fri Apr 10	HOLIDAY: GOOD FRIDAY	(Data collection completed)
13	34	Mon Apr 13	"	"
13	35	Wed Apr 15	"	"
13	36	Fri Apr 17	"	(Methods written)
14	37	Mon Apr 20	EXAM 3	meet w prof for analysis help
14	38	Wed Apr 22	Research Reports (19-20)	"
14	39	Fri Apr 24	"	"
15	40	Mon Apr 27	"	(Analysis completed)
15	41	Wed Apr 29	"	"
15	42	Fri May 01	workday	DUE: PRELIMINARY RESEARCH REPORT
			Oral Presentations: (See ACU Academic Schedule For Final Exam Time)	DUE: RESEARCH REPORT and SIGNED COVER LETTER

¹ numbers in brackets refer to chapters in Brown, Suter, and Churchill (2014)