



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

## **Bryan School of Business and Economics MBA 730-710: Marketing Research Summer 2016 (June 20-August 1, 2016)**

---

*This syllabus is subject to change as the semester/session progresses to accommodate instructional and/or student needs.*

---

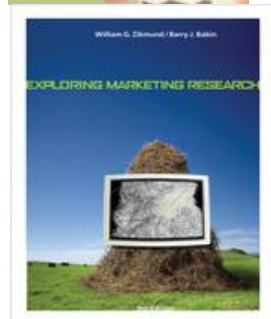
Instructor: Nir Kshetri, Ph D  
Graduate Assistant: TBA  
Phone: 334-4530 (O)

Email: [nbkshetr@uncg.edu](mailto:nbkshetr@uncg.edu)  
Office location: 368 BRYAN  
Fax: 334-5580

---

### **Required Text**

**Exploring Marketing Research**, 10<sup>th</sup> Edition by William G. Zikmund Published by South-Western ISBN/ISSN: 0-324-18148-5 (**EMR**) (8<sup>th</sup> Edition and 9<sup>th</sup> Edition may also be okay).



## **Prerequisites/Co-requisites:**

MBA706

## **Catalog Description:**

Defining the purpose of marketing research, selecting a data gathering method, writing a survey/questionnaire, and sampling methods. Using statistics and interpreting the results to make marketing decisions.

## **Course overview**

MBA730 is a course designed to introduce you to the area of marketing research. However, it is a first course in marketing research. To that extent, it will provide an overview but not in-depth knowledge enough to create a marketing researcher. This course will expose you to the entire marketing research process and require the development and application of research skills.

## **Course Objectives**

Specifically, this course seeks to:

1. Create an appreciation of the function of marketing research as it is conducted by a firm or its consultants;
2. Make the student an educated consumer of research by immersing them in the research process;
3. Provide an overview of the research process: problem definition, secondary research, exploratory research, research design, sampling, data collection, analysis and reporting;
4. Further the understanding and application of statistical techniques such as chi-square tests, t-tests, ANOVA, correlation and regression to marketing research problems;
5. Introduce the student to the use of SPSS for statistical analysis; and,
6. Apply conceptual knowledge in the analysis of case studies, homework and test problems.

## ***Evaluation and Grading Policy***

### ***Online Participation and Contribution (200 points)***

You are expected to login regularly, read other course participants' posts and post to the discussion topics. The purpose of online discussions is to supplement the materials covered in class. Your postings enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of marketing.

You are required to post **TEN** items as follows:

ONE in the forum “Social Media to Conduct Marketing Research”

ONE in the forum “Big Data and Marketing Research”

ONE in the forum “Online Video Contribution”. Your posts on this forum need to be free videos available online (e.g., YouTube) to help learn understand some concepts related to marketing research (or research in general). For an example of a post in this forum, please see “[Future of Marketing Research](#)” (Nir Kshetri).

One in the forum “Cases”. You are required to read at least one case at the end of the book, analyze it and post on the discussion board on the forum on Cases.

Remaining SIX in any forums that you like.

Any item posted on these forums (your original post as well as your comments/responses to the posts of others participants) will count as a post.

Your posts are evaluated using the following criteria:

- a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
- b) Have you connected your discussion with materials from your textbook?
- c) Have you connected your posts with the current business related events (some of them)?
- d) Do your posts refer to other course participants’ posts (some of them)?
- e) Are your posts evenly distributed throughout the session?
- f) Are they sufficient long (that is, at least 2 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **August 1, 2016**. Please copy all your posts in **ONE** word document and email me by **August 2, 2016**. Make sure that each post has the date you posted on the Canvas.

### ***Exam 1 (125 points)***

More details will be available on the Canvas.

### ***Exam 2 (125 points)***

More details will be available on the Canvas.

### **Exam 3 (250 points)**

More details will be available on the Canvas.

### **Quizzes (75 points)**

There will be three quizzes:

- Quiz 1 (25 points)
- Quiz 2 (25 points)
- Quiz 3 (25 points)

### **Assignment 1: 75 points**

More detail about this assignment will be available on the Canvas. See the folder “Assignment 1” in course document tab.

### **Assignment 2: 150 points**

More detail about this assignment will be available on the Canvas. See the folder “Assignment 2” in course document tab.

### **Grading Scale:**

Points possible for the various evaluation components are summarized below:

Component	Points possible
Online Attendance, Participation and Contribution	200
Exam 1	125
Exam 2	125

Exam 3	250
Three Quizzes	75
Assignment 1	75
Assignment 2	150
<b>Total</b>	<b>1,000</b>

### Scoring System for the Final Grade

The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
950 – 1,000	A	790 – 819	B-
915 – 949	A-	760 – 789	C+
870 – 914	B+	740 – 759	C
820 – 869	B	0 – 739	F

### The following criteria will apply to the grading of assignments

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

### Tentative Course Schedule

Week	Detail	Remarks
1 (6/20-26)	<ul style="list-style-type: none"> <li>The Role of Marketing Research</li> </ul>	<ul style="list-style-type: none"> <li>EMR Chapters 1, 3, 4</li> </ul>

	<ul style="list-style-type: none"> <li>• The Marketing Research Process</li> <li>• The Human Side of Marketing Research: Organizational and Ethical Issues</li> <li>• SPSS practice</li> <li>• Article 1 and Article 2 (These articles are available at “Required Articles” in the course document tab).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Quiz 1 (will open on 6/23 at 5 PM and will be available for 48 hours)</b></li> </ul>
2 (6/27-7/3)	<ul style="list-style-type: none"> <li>• Measurement</li> <li>• Attitude Measurement</li> <li>• Article 3 and Article 4 (These articles are available at “Required Articles” in the course document tab).</li> </ul>	<ul style="list-style-type: none"> <li>• EMR Chapters 13, 14</li> <li>• <b>Exam 1 (will open on 6/30 at 5 PM and will be available for 48 hours)</b></li> </ul>
3 (7/4-7/10)	<ul style="list-style-type: none"> <li>• Univariate Statistical Analysis.</li> <li>• Basic Data Analysis: Descriptive Statistics</li> <li>• Bivariate Statistical Analysis: Tests of Differences</li> <li>• Bivariate Statistical Analysis: Measures of Association.</li> </ul>	<ul style="list-style-type: none"> <li>• EMR Chapters 20, 21, 22, 23</li> <li>• <b>Quiz 2 (will open on 7/8 at 5 PM and will be available for 48 hours)</b></li> </ul>
4 (7/11-7/17)	<ul style="list-style-type: none"> <li>• Problem Definition and the Research Proposal.</li> <li>• Exploratory Research and Qualitative Analysis</li> <li>• Secondary Data Research</li> <li>• Survey Research</li> <li>• Article 5 and Article 6 (These articles are available at “Required Articles” in the course document tab).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Exam 2 (will open on 7/13 at 5 PM and will be available for 48 hours)</b></li> <li>• EMR Chapters 5, 6, 7, 8, 9</li> <li>• <b>Assignment 1 due (7/15/2016)</b></li> </ul>
5 (7/18-7/24)	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Experimental Research</li> <li>• Questionnaire Design</li> <li>• Article 7 and Article 8 (These articles are available at “Required Articles” in the course document tab).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Quiz 3 (will open on 7/20 at 5 PM and will be available for 48 hours)</b></li> <li>• EMR Chapters 10, 11, 12, 15</li> </ul>
6 (7/25-31)	<ul style="list-style-type: none"> <li>• Sampling Designs and Sampling Procedures</li> <li>• Field work</li> </ul>	<ul style="list-style-type: none"> <li>• EMR Chapters 16, 17, 18</li> </ul>
7 (8/1)	<ul style="list-style-type: none"> <li>• Review for exam 3, assignment preparation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Assignment 2 due (8/1/2016)</b></li> <li>• <b>Exam 3 will open on 8/1 at 5 PM and will be available for 48 hours.</b></li> </ul>

**Required articles (Only articles #1, #3, #5 and #8 will be covered in the exams. Others are only for discussion)**

We will also cover the following seven articles. These are available on the Canvas. Please see above for the week each article is assigned. These articles are available at “Articles required for the class” in the course document tab.

**Article #1**

Johnson, Grace J.; Ambrose, Paul J. Welcome to the Bazaar. *Marketing Research*, 2009, Vol. 21 Issue 4, pp. 18-24,

***Article #2***

Jonathan Weiner. 2012. A Client-Side Marketing Researcher Is Not a Wanna-Be Marketer: Storytelling proves to be an integral part of the communication process, *Marketing Research*, Vol. 24 Issue 2, 30-31

***Article #3***

Davidson, Tim; Gold, Larry. Is Supplier *Research* Quality Improving?, *Marketing News*, 9/30/2009, Vol. 43 Issue 15, 38-39

***Article #4***

Delo, Cotton, Getting more from your brand's Facebook data *Advertising Age*, 00018899, 2/13/2012, Vol. 83, Issue 7

***Article #5***

Grapentine, Terry H.; Weaver, Dianne Altman. What Really Affects Behavior?, *Marketing Research*, 2009, Vol. 21 Issue 4, pp. 12-17

***Article #6***

Delo, Cotton. Here's my personal data, marketers. What do I get for it? *Advertising Age*, 11/28/2011, Vol. 82, Issue 42

***Article #7***

Jonathan Weiner. The Roles and Goals of Marketing Research: Where we are and where we need to be, <http://www.macroinc.com/the-roles-and-goals-of-marketing-research-where-we-are-and-where-we-need-to-be/>

***Article #8***

Nir Kshetri (2014). Big data's impact on privacy, security and consumer welfare.

**Academic Integrity Policy:**

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin.

<http://academicintegrity.uncg.edu/complete/>

## **Final Examination:**

There will be no final proctored examination.

## **Additional Requirements:**

### **Late Work Penalty**

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

### **Expectations of Students**

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>. The Bryan School has additional expectations and guidelines for students to follow which can be found at [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

### **Expectations of Faculty**

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at [http://provost.uncg.edu/faculty/h\\_section4.asp](http://provost.uncg.edu/faculty/h_section4.asp) In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).



## Instructor Information

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro and a research fellow at Research Institute for Economics & Business Administration - Kobe University. Nir is the author of seven books including *Big Data's Big Potential in Developing Economies: Impact on Agriculture, Health and Environmental Security*, Centre for Agriculture and Biosciences International (CABI) Publishing, Wallingford, Oxon (forthcoming). His 2014 book *Global Entrepreneurship: Environment and Strategy* (Routledge: New York) was selected as an Outstanding Academic Title by *Choice Magazine*. Nir has also published about 100 articles in various journals. Nir participated as lead discussant at the Peer Review meeting of the UN's *Information Economy Report 2013* and *Information Economy Report 2015*.

Nir is the winner of 2016 Bryan School Senior Research Excellence Award. He is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). Nir's recent research related awards include Best Academic Paper Award at The Business and Entrepreneurship in Africa Conference (May 2013) and best paper award at the 5<sup>th</sup> International Conference on Information Systems and Economic Intelligence (2012). A 2012 study ranked him # 2 in terms of the number of articles published in *Journal of International Management* over a 13-year period (1998-2010). Nir received Emerald Literati Network Award for Excellence in 2013 and 2010. He is a two time winner of the Pacific Telecommunication Council's Meheroo Jussawalla Research Paper Prize (2010 and 2008). Nir has been recognized by *Business Week* as a "prominent faculty" in 2013, 2014 and 2015.



Nir has travelled to about 100 countries. He has given lectures or presented research papers (over 165) at various national and international meetings/conference in Azerbaijan, Argentina, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Lithuania, Macao, Malaysia, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Portugal, Romania, Serbia, Sri Lanka, South Africa, South Korea, Singapore, Sri Lanka, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey and Uganda.

Nir has been interviewed and/or quoted in over 60 TV channels, magazines and newspapers from Australia, Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including HPC in the Cloud, *Foreign Policy*, *Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area*, *Jamestown News*, *Greensboro News and Record*, *El Nuevo Herald*, *Mother Nature Network*, *Gulf-Times.com*, *The Times of India*, *news24.com*, *Canoe.ca*, *key4biz.it*, *aufaitmaroc.com*, *rtbf.be*, *livemint.com*, *World News Australia*, *Brunei Times*, *Leadership Magazine* and *High Point Enterprise*. Nir's work has also been featured at the UNCG homepage



**Bryan School of Business and Economics  
MBA 730-710: Marketing Research  
Summer 2016 (June 20-August 1, 2016)**

---

*Please submit this form by July 3, 2016. You can copy and paste in an email message. You are not required to submit if you have taken another class with me.*

Your full name

The name you preferred to be called

Your hometown

Your telephone number

Your educational and career goal

Other information you would like me to know about you