Bryan School of Business and Economics
MBA 730-71D: 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.

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Required Text
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)?

f) 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Attendance, Participation and Contribution</td>
<td>200</td>
</tr>
<tr>
<td>Exam 1</td>
<td>125</td>
</tr>
<tr>
<td>Exam 2</td>
<td>125</td>
</tr>
</tbody>
</table>
### Scoring System for the Final Grade

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

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
<th>Score</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>950 – 1,000</td>
<td>A</td>
<td>790 – 819</td>
<td>B-</td>
</tr>
<tr>
<td>915 – 949</td>
<td>A-</td>
<td>760 – 789</td>
<td>C+</td>
</tr>
<tr>
<td>870 – 914</td>
<td>B+</td>
<td>740 – 759</td>
<td>C</td>
</tr>
<tr>
<td>820 – 869</td>
<td>B</td>
<td>0 – 739</td>
<td>F</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Week</th>
<th>Detail</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (6/20-26)</td>
<td>• The Role of Marketing Research</td>
<td>• EMR Chapters 1, 3, 4</td>
</tr>
<tr>
<td>Week</td>
<td>Topics</td>
<td></td>
</tr>
<tr>
<td>------</td>
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<td></td>
</tr>
</tbody>
</table>
| 1    | The Marketing Research Process  
The Human Side of Marketing Research: Organizational and Ethical Issues  
SPSS practice  
Article 1 and Article 2 (These articles are available at “Required Articles” in the course document tab). |
| Quiz 1 (will open on 6/23 at 5 PM and will be available for 48 hours) |
| 2 (6/27-7/3) | Measurement  
Attitude Measurement  
Article 3 and Article 4 (These articles are available at “Required Articles” in the course document tab). |
| EMR Chapters 13, 14  
Exam 1 (will open on 6/30 at 5 PM and will be available for 48 hours) |
| 3 (7/4-7/10) | Univariate Statistical Analysis.  
Basic Data Analysis: Descriptive Statistics  
Bivariate Statistical Analysis: Tests of Differences  
| EMR Chapters 20, 21, 22, 23  
Quiz 2 (will open on 7/8 at 5 PM and will be available for 48 hours) |
Exploratory Research and Qualitative Analysis  
Secondary Data Research  
Survey Research  
Article 5 and Article 6 (These articles are available at “Required Articles” in the course document tab). |
| Exam 2 (will open on 7/13 at 5 PM and will be available for 48 hours)  
EMR Chapters 5, 6, 7, 8, 9  
Assignment 1 due (7/15/2016) |
| 5 (7/18-7/24) | Observation  
Experimental Research  
Questionnaire Design  
Article 7 and Article 8 (These articles are available at “Required Articles” in the course document tab). |
| Quiz 3 (will open on 7/20 at 5 PM and will be available for 48 hours)  
EMR Chapters 10, 11, 12, 15 |
| 6 (7/25-31) | Sampling Designs and Sampling Procedures  
Field work |
| EMR Chapters 16, 17, 18 |
| 7 (8/1) | Review for exam 3, assignment preparation |
| Assignment 2 due (8/1/2016)  
Exam 3 will open on 8/1 at 5 PM and will be available for 48 hours. |

**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**


**Article #3**


**Article #4**

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

**Article #5**


**Article #6**


**Article #7**


**Article #8**


**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/](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.

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 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.
Instructor Information


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, auaftimaroc.com, rtb.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.
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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