THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
Department of Marketing, Entrepreneurship, Hospitality and Tourism

MKT 422-01: Fundamentals of Marketing Research (Online)
This syllabus is subject to change as the semester/session progresses to accommodate instructional
and/or student needs.

INSTRUCTOR: Dr. Jiyoung Hwang
Office: Bryan 379
Email: j_hwang3@uncg.edu (the most efficient means of contact)

GA: Ritika Chhabra: r_chhabr@uncg.edu
Office: Bryan 379

Email: j_hwang3@uncg.edu (the most efficient means of contact)
Course website: http://canvas.uncg.edu
Course source (8th version): https://media.pearsoncmg.com/ph/bp/bridgepages/bp_burns_bridgepage/mr8/marketing_research_8e_Student_Resources.html
Office hours: Mondays 3:30-4:30 pm or by appointment

COURSE OBJECTIVES
Marketing research is a critical function for every business enterprise. This course is designed to provide a
comprehensive overview of marketing research process and require the development and application of research skills. Students will gain an appreciation for the breadth and depth of this subject and its significance for a business. The course is structured with online lectures, cases, assignments, and projects.

The major course objectives are:
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.

REQUIRED TEXT
Alvin C Burns, Ann F. Veeck, and Ronald F. Bush
Marketing Research, 8th Edition, ©2017 • Pearson
Print ISBN: 9780134167404, 0134167406
eText ISBN: 9780134143316, 0134143310

• The text book serves as a key reference, providing terminology, theories, techniques and applications, which are commonly used in marketing research. Knowledge of these concepts is essential to successful completion of this course.

• An earlier version is acceptable but students need to acknowledge some differences in those earlier versions. Other additional readings can be found in pdf form on our course website.

• Free resources are available for students at: https://media.pearsoncmg.com/ph/bp/bridgepages/bp_burns_bridgepage/mr8/marketing_research_8e_Student_Resources.html The website offers self-study quizzes, case study hints, SPSS student help etc. We will use the data set from this website. I strongly encourage you to visit the website for other additional sources and practices, particularly chapter quizzes for your self-study for exams.

TERM ASSIGNMENTS AND GRADES

<table>
<thead>
<tr>
<th>COMPONENTS</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz (one quiz)</td>
<td></td>
</tr>
<tr>
<td>Online Participation and Contribution (2 (posting &amp; replies) x 15 points)</td>
<td>Extra Points (10)</td>
</tr>
<tr>
<td>Assignment (6 assignment x 15 points)</td>
<td>30</td>
</tr>
<tr>
<td>Exams (3 exams @100 points each)</td>
<td>90</td>
</tr>
<tr>
<td>Research Project (Group)</td>
<td>300</td>
</tr>
<tr>
<td>• Data Collection (50)</td>
<td>150</td>
</tr>
<tr>
<td>• Data Analysis &amp; Recommendation (70)</td>
<td></td>
</tr>
<tr>
<td>• Peer evaluation (30)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>570 +</td>
</tr>
</tbody>
</table>

Total points can be over 580 if some extra point opportunities are provided. Grades are not curved and will not be rounded. The points you earned will determine the grade you deserve. Final grades can only be changed to correct calculation or input errors on my part. Any issues concerning grading need to be called to my attention in writing within three days of receipt of the grading. Grades assigned at the end of the semester are NOT negotiable.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>96-100%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.99</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.99</td>
</tr>
<tr>
<td>A</td>
<td>93-95.99%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99</td>
</tr>
<tr>
<td>C</td>
<td>73-76.99</td>
</tr>
<tr>
<td>D</td>
<td>60-66.99</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.99%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.99</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.99</td>
</tr>
<tr>
<td>E</td>
<td>Below 60%</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.
Course Module
Each week, our class modules open on **Mondays at 7:00 am on Canvas.**

SPSS Installation (Required - Important)
This course requires students to use IBM SPSS Statistics software package. Students will practice data analysis via several assignments. See the guideline on Canvas and **install the program or ensure YOUR access to SPSS by Module 2.**

- **Read this first:** [https://its.uncg.edu/Software/Available/SPSS/](https://its.uncg.edu/Software/Available/SPSS/)
- As shown on the website (above) and in the guideline (in Canvas), there are several ways to have access to SPSS (i.e., your laptop with SPSS installed, Online MyCloud, school computers at ITS computer lab). Note that detailed information of how to have SPSS access via several means is provided, but she has NO responsibility to resolve any technical issue about SPSS installation. Contact ITS service available for you (6-TECH) for any technical issues.

Online Discussion Participation
- This course will have online discussion board threads. Students are expected to contribute to these discussion boards. The topic/article and the specific guideline is available under the module that requires online participation.
- **Two parts:** Your own posting (10 points) and replies to others (5 points) are required. **Your own posting should be done by Thursday 11:59 pm for the week. Replies to others should be done by Friday 11:59 pm for the week.** For reflection of fellow students’ postings: make sure your reflection shows your reading of their posting(s).
- To provide meaningful contributions/responses, it is crucial for you to be prepared for class. Remember **all online responses should be concise, but meaningful and substantive.** The standard in this course is a 2 to 3 paragraph post per question incorporating material from the text, lecture slides, AND outside sources to support your statements. Sources must be cited and referenced.
- Although grading for your reflection of readings and other postings can be subjective, some criteria include:
  - Being prepared and going beyond simple repetition of case/article or facts.
  - Being a good listener and also interacting with other fellow students.
  - Offering ideas or resources and inviting a critique of them.
  - Asking challenging questions of your peers.
  - Articulating, explaining and supporting positions on your ideas.
  - Reflecting on and re-evaluating personal opinions.
  - Offering a critique of others’ posts.

Exams
We will have three exams (100 points each). All online exams must be taken within the scheduled dates and times. Exams open and close on a specific date and at a specific time and available **for 48 hours.**

- Students must complete the exams before the stated deadlines. Make sure to mark on your calendar and plan accordingly. **There will be NO re-takes for any missed exam.** A make-up exam can be considered **only when** 1) there is extreme emergency and 2) a written notice is given to the instructor at least 3 days prior to the exam day. [SEE NEXT PAGE for important warning]
• [VERY IMPORTANT]: Given the online setting for exam-taking, any students’ unusual activities DURING the exam taking detected either by the instructor or the technical party at school will be seriously handled and in any case for the academic misconduct will result in F in this class. Once the student’s attempt to take the exam, students should NOT leave the website of the exam window until the exam taking is done.

Assignments
There will be six assignments. The assignment is designed to help you better understand and apply what you learned in the class. Check the schedule.

Marketing Research Project (Group)
Group work is required regarding data collection and data analysis/recommendations. Students will be assigned to a group of 3 students for the group project. The group project will be built upon the class learning and additional efforts of the students. Given the online environment, it is VITAL for group members to effectively communicate (e.g., exchange email address & phone information) using effective communication tools (e.g., online chat rooms, discussion boards, Google docs etc.). A very specific guideline of group project and group work policy is available on Canvas. Any questions/discussions are welcomed but do not expect a step-by-step guide on how to complete your project.
  • Data Collection (50 points)
  • Data Analysis & Recommendation (70 points)
  • Peer Evaluation (30 points)
  • NOTE: It’s extremely rare, but for an unavoidable condition (e.g., staying in a different country for the semester), students may have an option of an individual project as an alternative for the grade. But note that given the total point assigned to the project, the work amount, as an individual project, would be SUBSTANTIAL. For this arrangement, students need to consult with me by Module 2 with necessary documentation (later contact would not be considered).

Bonus Points
There may be one or two extra credit opportunities. Losing these opportunities does not affect your final grade in a negative manner. In addition, anyone who correctly address others’ questions about course (under Course Question in Discussion Board), I will give an extra point.

COURSE POLICIES AND EXPECTATIONS

RULES FOR WRITTEN ASSIGNMENTS
a. Must be typed with Times New Roman 12 font, 1.5-spaced, and 1-inch margins all sides.
b. For group project:
   o File name of assignment for upload: MKT 422 - Group Number-Title of assignment
   • (e.g., MKT 422- Group 4–Data Analysis)
   o Cover page with the title of project and all student names is required.
c. Use headings and paragraphs to organize your writing.
d. Check spelling, grammar, punctuations, and consistent formatting.
e. All references and quotations using American Psychological Association (Examples: http://owl.english.purdue.edu/owl/resource/560/01). Jackson library also has a short summary of APA style guideline. Also, there are Internet sources that help you create a APA style citation. http://www.citethisforme.com/

f. No Wikipedia as a source – anyone can add to or alter these entries and thus there are questions about the credibility of the information. Use library databases to search for articles and reports published in newspapers, trade magazines, and academic and business journals.

g. DO NOT EMAIL your assignment to me.

*****No Compliance to The Rules Will Lead to the Following Penalties. *****

- Late submission: Will NOT BE ACCEPTED. If accepted, the grade will be lowered on letter grade for every day late, including weekend days.
- Other minor format violations: - 10 points
- Unnecessary wordiness: - 10 points

E-MAIL COMMUNICATION
Put the course name (MKT 422 - Marketing Research) in the subject line, and address me & you with appropriate courtesy in the email. You will get replied usually within 24 - 48 hours with very few exceptional cases (e.g., my conference attendance etc.). In such cases, I will notify you beforehand.

*****DO NOT SEND ANY LAST MINUTE EMAIL FOR ASSIGNMENTS/EXAMS. The email regarding questions about assignment/exam should be received at least prior to 48 hours before the due date. For instance, questions about an assignment due on September 17, 11:59 pm should be asked by September 15, 11:59 pm. *****

READINGS
The readings for this class can be intense. Reading the text prior to each module will greatly increase your understanding of the class contents. Lectures slides however will not be based solely on the readings for the week.

MODIFICATION OF CLASS
Note that occasionally, changes in the schedule of the course, or in the assignments, are announced on Canvas. Materials may be added to increase your knowledge or efficiency in a particular subject area.

*****The instructor reserves the right to modify the syllabus, grading system, or calendar to better suit the course. *****

It is your responsibility to connect with Canvas and emails to stay abreast of changes, additional materials etc. Any excuses such as “I didn’t know the change” and “I didn’t have the access to emails” will NOT be considered as a viable excuse for any missed work.

PROFESSIONALISM & COURTESY
Check the syllabus and Canvas regularly so that you don’t miss any important task. Also, although it is online environment so we don’t see each other, your message and any type of communication should be respectful to the instructor and fellow students.

*****Any disrespectful or disruptive communication/behavior may result in sanctions including point deduction in final grade and course failure etc.*****
The examples of desirable and disruptive behaviors include:

<table>
<thead>
<tr>
<th>Desirable behavior</th>
<th>Disrespectful/Disruptive behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading chapters before class</td>
<td>Unreasonable compliant about grade (e.g., arguing about grade when the work does not align with the guideline)</td>
</tr>
<tr>
<td>Asking questions related to the class</td>
<td>Claims for grade for what it was NOT done (e.g., asking for grade for the exam by claiming that it was taken but it was actually NOT)</td>
</tr>
<tr>
<td>Sharing own experiences that are relevant to the class</td>
<td>Any unprofessional behavior that interferes the learning environment of the class</td>
</tr>
<tr>
<td>Following the guideline in the syllabus and in the project guideline</td>
<td>Disrespectful communication to anyone</td>
</tr>
<tr>
<td></td>
<td>Any type of cheating for assignment, exams and quizzes</td>
</tr>
</tbody>
</table>

Refer to the following for more details on school policies and procedures:
http://bae.uncg.edu/assets/faculty_student_guidelines.pdf

**USE OF COURSE MATERIALS**
Course materials should be used only for this class: sharing the class material with others or posting any of class materials online is prohibited.

**ACADEMIC HONESTY**
As the university requires all members to be honest, I take academic misconduct very seriously. My responsibility is to promote honest behavior based on highest standards of honesty and integrity for the students. You, as a student, have a responsibility to report any condition facilitating dishonesty relevant to academic performance in any respect.

Any form of academic dishonesty including plagiarism or cheating will not be tolerated. Plagiarism may occur on any paper, report, or other work that is submitted to fulfill course requirements. This includes submitting work done by others such as others’ work on websites. Failing to cite reference properly will result in from re-doing the paper to zero point for an extreme case. Any copy of work done by other students in class or by previous students will result in from grade F on the assignment to request for expulsion from the class. Proof of academic dishonesty will result in a fail in this class. Violations of the Academic Honesty Guidelines will result in judicial action. Violation of the Guidelines includes cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication. ***

Personal digital assistant devices, cellular phones, and other electronic devices not allowed cannot be used for quizzes and exams. Using any of these during an exam will be reported as a suspected case of Academic Misconduct and handled in accordance with University policy. Check the details:
http://sa.uncg.edu/handbook/academic-integrity-policy/

**STUDENTS WITH DISABILITIES**
Students requiring physical or programmatic accommodations should consult UNCG’s Office of Accessibility Resources & Services at http://ods.uncg.edu/
<table>
<thead>
<tr>
<th>Day</th>
<th>Class focus</th>
<th>Note</th>
</tr>
</thead>
</table>
| Module 1 (January 8-14) | • Introduction to Marketing Research  
• Marketing Research Industry  
• Reading: Stores suffer from a shift of behavior in buyers | • MR Ch1, MR Ch2 (very brief)  
• Check Syllabus  
• Reading & Slides on Canvas  
• Post your introduction on Canvas (Due by 1/14 (Sunday) 11:59 pm) |
| Module 2 (January 15-21) | • Marketing Research Process and Defining the Problem and Research Objectives  
• Research Design  
• SPSS Installation/Access | • MR Ch3, MK Ch4  
• Readings, Slides on Canvas  
• **SPSS installation** (IMPORTANT! see the guideline on Syllabus & Canvas)  
• **Quiz (Extra Points)** |
| Module 3 (January 22-28) | • Secondary Data and Packaged Information  
• SPSS Practice | • MK Ch5  
• Readings & Slides on Canvas  
• **Online participation (1)** (Your own posting by Thursday 11:59 pm & replies to others by Friday 11:59 pm) |
| Module 4 (January 29-February 4) | • Qualitative Research Techniques  
• SPSS practice | • MR Ch6  
• Readings & Slides on Canvas  
• **Assignment 1 (by Friday 11:59 pm)** |
| Module 5 (February 5-11) | • **Exam 1** | Ch1-5 and other materials covered.  
**Exam 1** will open on 2/8 (Thursday) at 9 am (available for 48 hours). |
| Module 6 (February 12-18) | • Evaluating Survey Data Collection Methods  
• Understanding Measurement, Developing Questions, and Designing the Questionnaire | • MR Ch7, Ch8  
• Readings & Slides on Canvas  
• **Assignment 2 (by Friday 11:59 pm)**  
• Group leader update & plan for the group project (by 2/18, 11:59 pm) – see the group work policy |
| Module 7 (February 19-25) | • Selecting Sample  
• Determining the Size of Sample | • MR Ch9, MR Ch 10  
• Readings & Slides on Canvas  
• **Online participation (2)** (Your own posting by Thursday 11:59 pm & replies to others by Friday 11:59 pm) |
| Module 8 (February 26-March 18) | • Dealing with Field Work and Data Quality Issues  
• **Exam 2** | • MR Ch11  
• Readings & Slides on Canvas  
• **Exam 2** (Ch6-10 and materials covered) will open on 3/1 (Thursday) at 9 am (available for 48 hours).  
• **Data Collection Begins** |
| Spring break (March 3-11) |  |  |
| Module 9 (March 19-25) | • Using Descriptive Analysis, Performing Population Estimates and Testing Hypotheses  
• SPSS Practice | • MR Ch12  
• Readings & Slides on Canvas  
• **Assignment 3 (by Friday 11:59 pm)** |
<table>
<thead>
<tr>
<th>Module 10 (March 26- April 1)</th>
<th>• Implementing Basic Differences Tests • SPSS Practice</th>
<th>• MR Ch13 • Readings &amp; Slides on Canvas • Assignment 4 (by Friday 11:59 pm) • <strong>Data Collection Due (4/1 (Sun) 11:59 pm)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 11 (April 2-8)</td>
<td>• Making Use of Associations Tests • SPSS Practice • Group project work</td>
<td>• MR Ch14 • Readings &amp; Slides on Canvas • Assignment 5 (by Friday 11:59 pm)</td>
</tr>
<tr>
<td>Module 12 (April 9-15)</td>
<td>• Understanding Regression Analysis Basics • SPSS Practice • Group project work</td>
<td>• MR Ch15 • Readings &amp; Slides on Canvas • <strong>Assignment 6 (by Friday 11:59 pm)</strong></td>
</tr>
<tr>
<td>Module 13 (April 16-22)</td>
<td>• The Research Report</td>
<td>• MR Ch16 • Readings &amp; Slides on Canvas • <strong>Data Analysis &amp; Recommendation &amp; Peer Evaluation Due (4/22 11:59 pm)</strong></td>
</tr>
<tr>
<td>Module 14 (April 23-25)</td>
<td>• <strong>Exam 3</strong></td>
<td>• <strong>Exam 3 (Ch11-15) will open on April 23 (Monday) at 9 am, available for 48 hours.</strong></td>
</tr>
</tbody>
</table>