The University of North Carolina at Greensboro
CRS 605: Research Methodology in Consumer, Apparel, and Retail Studies
(3 Credits)
Spring 2018

Instructor: Dr. Kittichai (Tu) Watchravesringkan (I go by Dr. Tu)
Location: Live WebEx Conference via Canvas
Meeting Time: Wednesday, 6.00-7.00 p.m. (Will be virtually meeting every other week)
Office: Stone 205
Phone: 336-256-2474
E-mail: k_watchr@uncg.edu
Office Hour: By appointment

Please note: This is a live online course. Students are expected to attend live class session on Wednesday from 6.00 – 7.00 pm every other week (see Tentative Course Schedule).

It is important that you check the course website regularly for any new course information. You are responsible for any information posted on the Blackboard.

Required Text:

Required Statistical Software:
IBM-SPSS (Statistical Package for the Social Sciences) is required. You can gain access to SPSS via UNCG My Cloud (see Instructions for assessing SPSS through UNCG My Cloud) as follows:
1. Log on to https://its.uncg.edu/mycloud/
2. Click on the yellow icon that says “MyCloud Sign In”
3. You will be rerouted to the NetScaler Gateway login page, where you will enter your UNCG login and password information
4. A notice for faculty, staff, and students will appear, click “OK”
5. Once on the homepage click on “Featured Apps: Popular MyCloud Applications” OR scroll down and click on the SPSS icon
6. Once you have clicked on the SPSS application you can begin using the software
However, you can also lease DVD version 20 (it is fine to use this version) from school if you are on campus for a fee of $10 (see the link: http://its.uncg.edu/Software/Available/SPSS/). However, if you are off-campus, you can purchase from UNCG Online Software Store for a fee of $40. SPSS also offers a 14-day trial version (see the link: http://www14.software.ibm.com/download/data/web/en_US/trialprograms/W110742E06714B29.html)

**Course Description and Objectives:**

This class is designed to introduce graduate students to the wide variety of research methodology within the domains of consumer, apparel, and retailing. It places special emphasis on identification and creation of research problems, the development of research designs, and analysis procedures to address those research problems (although you are not required or expected to collect data due to time restrictions). Please note, the scope of this course also does not include in-depth statistical analysis techniques.

The objective of this course is to help graduate students learn how to design and carry out a research project. Students will also develop an appreciation of the role of research in expanding the knowledge based in social science.

After completing this course, students should be able to:
1. Develop hypotheses and build models based on the previous literature to address research question(s);
2. Construct valid and reliable measures;
3. Design and implement fruitful research project;
4. Select the appropriate statistical techniques to investigate the proposed research questions;
5. Know how to analyze quantitative data using SPSS;
6. Interpret results of statistical analyses; and
7. Write a research proposal that conforms to APA style and format.

**Course Format:**

This course is a web-based course utilizing the software program WebEx. Prior to the first class session, students must:
1. Make sure that your WebEx software works and
2. Purchase a headset with a built-in microphone and a web camera (available in most places where computer supplies are sold).
Rules of Conduct:

Attendance: You are expected to attend live web-based class meeting when it is scheduled (please see the Bold, Italicized Font in Red color located in the tentative course schedule for the week that we will be meeting live). Should you miss a class meeting, you are responsible for all materials covered at that class meeting (you can obtain these materials you miss via Canvas). If you miss a live web-based class meeting, your absence will result in a zero score for class participation for that live meeting.

Participation: This is a graduate-level course, which involves active participation in class discussion. Thus, class participation is extremely important. Please note: make sure that you complete all assigned readings and come prepared to participate when we meet live. Your grade will be evaluated on the level and quality of class participation. If you simply say nothing during the course, your participation grade will be recorded as a 0 (zero).

Academic Misconduct: Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an “F” for this course.

Course Requirements and Assignments:

1. Examinations: 30%
   Midterm exam 15%
   Final exam 15%

2. Research Paper: 20%

3. Quizzes 10%

4. Assignments (including statistical assignments) 25%

5. Online Class Participation 15%

TOTAL: 100%

Final Grading Scale:

A = 94 – 100%  A- = 90 – 93%  B+ = 87 – 89%
B = 84 – 86%  B- = 80 – 83%  C+ = 77 – 79%
C = 74 – 76%  F < 74%
**Exams:**

Exams are not cumulative. They are based upon class lectures, the text (regardless of whether the entire chapter was specifically discussed in class), class discussion, assignments, and other materials covered in class. All exams will consist of multiple choice and essay. **NO MAKE UP EXAMS WILL BE GIVEN.**

**Quizzes:**

There will be about 9 quizzes given for this entire semester and they will be in either multiple choice format or true/false (approximately 10-15 questions per quiz). You will have two attempts to complete each quiz and your grade will be averaged for each quiz. There will be **no make-up quizzes.** Each quiz will be available on Canvas at least a week so that you will have enough time to complete each quiz.

**Research Paper:**

Please see additional handout.

**Assignments:**

There will be weekly assignments (total of 10 assignments) and due before midnight on designated due date (see tentative course schedule) via email attachment. You should be prepared to discuss these assignments. Thus, make sure to make an extra copy of each assignment for yourself. All assignments are due before midnight. In addition, assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one inch margin across.

**In-class Activity**

There will be some in-class activities. These activities are meant to be complete in class as a part of exercise to assure that you understand the concepts. Thus, you do not need to submit these in-class exercises.

**Online Class Participation:**

Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible. Your participation grade will be evaluated on the level and quality of your contribution. Quality discussions include moving the discussion forward, offering a unique, different, and relevant perspectives on the issue, building on comments of others, and demonstrating reflective thinking. I will post questions (1-2 questions) on Discussion Board
every other week and you are required to **post one (1) substantive comment to posted questions in Discussion Board.**

Again, the Discussion Board usually runs about 1 week (from Monday around midnight until Sunday Midnight).

**Questions**

I have tried to be as explicit as possible in preparing this syllabus. However, I am sure that concerns, complications, and uncertainties will arise over the course of the semester. If you have any questions, please do not hesitate to discuss them with me. I am always willing to listen to student concerns. I would also welcome any helpful suggestions for course improvement in any area.

**Incompletes (for entire course):**

Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be done and a timetable for completion.

**My Final Words of Advice:**

1. Always be on time for the class. As your time is valuable to you, other people’s time is also valuable commodity.
2. Make continuous progress on your research paper. Everything takes time. Putting a paper on the desk overnight usually helps us get a perspective.
3. Try to select a mainstream research topic. Why? There are enough studies done in the past that you can learn great deal and easily draw meaningful hypotheses. Mainstream research topics can be found from decent journals such as:
   - Journal of Marketing Research
   - Journal of Retailing
   - Journal of Consumer Research
   - Journal of Marketing
   - Journal of Advertising
   - Journal of Retailing and Consumer Service
   - Clothing and Textiles Research Journal
   - Journal of the Academy of Marketing Science
   - Journal of International Consumer Marketing
   - International Journal of Retail and Distribution Management
   - Psychology and Marketing
Tentative Class Schedule

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Introduction to Class &amp; Ch. 1: Introduction to Marketing Research</th>
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<td>(Jan. 8 – Jan. 14)</td>
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**Week 2**

- **Ch. 2: Defining the Marketing Research Problem**
- **Assignment # 1 Due Sunday Jan 21st before midnight**
- **In-class Activity**
  - **We will be meeting via Canvas on Wednesday Jan 17th from 6 -7.00 pm.**

<table>
<thead>
<tr>
<th>Week 3</th>
<th>Ch 3: Research Design &amp; Ch 4: Exploratory Research Design: Secondary Data <strong>Assignment # 2 Due Sunday Jan. 28th before midnight</strong></th>
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<th>Week 4</th>
<th>Ch 5: Exploratory Research Design: Qualitative Ch 6: Descriptive Research Design: Survey &amp; Observation <strong>Assignment # 3 Due Sunday Feb. 4th before midnight</strong></th>
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**Week 5**

- **Ch. 7: Casual Research Design: Experimentation**
- **Assignment # 4 Due Sunday Feb. 11th before midnight**
- **In-class Activity**
  - **We will be meeting via Canvas on Wednesday Feb 7th from 6 - 7.00 pm.**

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<tr>
<th>Week 6</th>
<th>Ch. 8: Measurement &amp; Scaling: Comparative Ch. 9: Measurement &amp; Scaling: Noncomparative <strong>Assignment # 5 Due Sunday Feb. 18th before midnight</strong></th>
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Week 7
(Feb. 19 – Feb. 25)
MID-TERM EXAM
(Due by Sunday February 25 before midnight –
Midterm exam will be available on Canvas from Feb 19
until Feb 25)

Week 8
(Feb. 26 – Mar. 4)
Ch. 10: Questionnaire & Form Design
Assignment # 6 Due Sunday March 4th before midnight
Idea Research Paper Due (First draft) no later than Sunday March 4th,
2018 before midnight

Week 9
(Mar. 5 – Mar. 11)
---NO CLASS---: SPRING BREAK---HAVE FUN!

Week 10
(Mar. 12 – Mar. 18)
Ch 11 & 12: Sampling & Cross-cultural Research
Assignment # 7 Due Sunday March 18th before midnight
Quiz # 5
(Ch. 10)

Week 11
(Mar. 19 – Mar. 25)
Ch. 14: Data Preparation & Student Sample
In-class Activity
We will be meeting via Canvas on Wednesday March
25th from 6 - 7.00 pm.
Quiz # 6
(Ch. 11 & 12)

Week 12
(Mar. 26 – Apr. 1)
Ch 15: Frequency Distribution, Cross-Tabulation and
Hypothesis Testing
Assignment # 8 Due Sunday April 1st before midnight
Quiz # 7
(Ch. 14 & 15)

Week 13
(Apr. 2 – Apr. 8)
Ch. 16: Analysis of Variance and Covariance & T-Test
Assignment # 9 Due Sunday April 8th before midnight
Quiz # 8
(Ch. 16)
**Week 14**  
(Apr. 9 – Apr. 15)  
Ch. 17: Correlation and Regression  
Quiz # 9  
(Ch. 17)

Assignment # 10 Due Sunday April 15th before midnight  
In-class Activity  
We will be meeting via Canvas on Wednesday April 11th from 6 - 7.00 pm.

**Week 15**  
(Apr. 16 – Apr. 22)  
Research Paper Due Sunday April 22nd before midnight

**Week 16**  
(Apr. 23 – Apr. 29)  
FINAL EXAM (TAKE HOME) (Due Sunday April 29th before midnight)

***Note: Red color denotes the date we will be meeting live (via WebEx)***