Bryan School of Business and Economics
MBA 730-71D: Marketing Research
Summer 2018 (June 19-July 31, 2018)

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

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Phone: 334-4530 (O)  
Fax: 334-5580

Required Text
Print ISBN: 9781305263529
(EMR).

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 as a response to “Social Media to Conduct Marketing Research”

ONE as a response to “Big Data and Marketing Research”
ONE as a response to “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).

Remaining seven could be in any other threads that you like (including new threads that you create).

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 July 30, 2018. Please copy all your posts in ONE word document and email me by July 30, 2018. 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 Files tab.

Assignment 2: 150 points

More detail about this assignment will be available on the Canvas. See the folder “Assignment 2” in Files 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>
<tr>
<td>Exam 3</td>
<td>250</td>
</tr>
<tr>
<td>Three Quizzes</td>
<td>75</td>
</tr>
<tr>
<td>Assignment 1</td>
<td>75</td>
</tr>
<tr>
<td>Assignment 2</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></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>
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</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>
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</thead>
</table>
| 1 (6/19-24) | • The Role of Marketing Research  
• 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” under Files tab). | •EMR Chapters 1, 3, 4 |
<p>| 2 (6/25-7/1) | • Measurement and Attitude Scaling | •EMR Chapter 10 |</p>
<table>
<thead>
<tr>
<th>Week (Date Range)</th>
<th>Required Articles</th>
<th>Optional Activities/Exams</th>
<th>Other Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 (7/2-7/9)</td>
<td>Article 3, Article 4, Article 5 and Article 6 (These articles are available at “Required Articles” under Files tab).</td>
<td>SPSS practice</td>
<td>• Quiz 1 (will open on 6/25 at 5 PM and will be available for 48 hours)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Exam 1 (will open on 6/28 at 5 PM and will be available for 48 hours)</td>
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<tr>
<td></td>
<td>Big Data Basics: Describing Samples and Populations</td>
<td>Basic Data Analysis</td>
<td>EMR Chapters 13, 14, 15, 17</td>
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<tr>
<td></td>
<td></td>
<td>Testing for Differences Between Groups and for Predictive Relationships</td>
<td>Quiz 2 (will open on 7/5 at 5 PM and will be available for 48 hours)</td>
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<tr>
<td></td>
<td></td>
<td>Beyond the Basics in Basic Data Analysis</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>SPSS practice</td>
<td></td>
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<tr>
<td>4 (7/9-7/15)</td>
<td>Advanced Topics in Linear Analytics.</td>
<td>Exploratory research and qualitative analysis</td>
<td>Exam 2 (will open on 7/12 at 5 PM and will be available for 48 hours)</td>
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<tr>
<td></td>
<td></td>
<td>Secondary Data Research</td>
<td>EMR Chapters 18, 5, 6</td>
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<td></td>
<td></td>
<td>SPSS practice</td>
<td>Assignment 1 due (7/15/2018)</td>
</tr>
<tr>
<td>5 (7/16-7/22)</td>
<td>Survey Research</td>
<td>Observation</td>
<td>Quiz 3 (will open on 7/19 at 5 PM and will be available for 48 hours)</td>
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<tr>
<td></td>
<td></td>
<td>Conducting Marketing Experiments</td>
<td>EMR Chapters 7, 8, 9</td>
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<tr>
<td>6 (7/23-7/29)</td>
<td>Questionnaire Design</td>
<td>Sampling and Statistical Theory</td>
<td>EMR Chapters 11, 12</td>
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<tr>
<td></td>
<td></td>
<td>Article 7, Article 8 and Article 9 (These articles are available at “Required Articles” under Files tab).</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>SPSS practice</td>
<td></td>
</tr>
<tr>
<td>7 (7/30-7/31)</td>
<td>Communicating Research Results</td>
<td>Review for exam 3, Assignment 2 preparation</td>
<td>EMR Chapter 16</td>
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<td></td>
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<td></td>
<td>Assignment 2 due (7/31/2018)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Exam 3 will open on 7/30 at 5 PM and will be available for 48 hours.</td>
</tr>
</tbody>
</table>

**Required articles (Only articles #1, #3, #5, #8 and #9 will be covered in the exams. Others are only for discussion)**

We will also cover the following eight articles. These are available on the Canvas. Please see above for the week each article is assigned. These articles are available at “Required Articles” under Files 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**


**Article #9**

Kshetri, Nir (2017) "Blockchain’s roles in strengthening cybersecurity and protecting privacy " Telecommunications Policy.
**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/](http://academicintegrity.uncg.edu/complete/) and [http://studentconduct.uncg.edu/policy/code/](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 University of North Carolina-Greensboro and a research fellow at Kobe University. He holds a Ph D in Business Administration from University of Rhode Island. He has authored seven books. His 2014 book, Global Entrepreneurship: Environment and Strategy (Routledge: New York) has been selected as an Outstanding Academic Title by Choice Magazine. He has published about 120 articles in various journals. In 2017-2018, Nir worked as a consultant for the Asian Development Bank. He also participated as lead discussant at the Peer Review meeting of the UN’s Information Economy Report 2013 and 2015. Nir is the winner of 2016 Bryan School Senior Research Excellence Award. He is also a two time winner of the Pacific Telecommunication Council’s Meheroo Jussawalla Research Paper Prize (2010 and 2008). Nir has been quoted/interviewed and/or his work has been featured by hundreds of media outlets worldwide such as Wall Street Journal, Foreign Policy, Scientific American, Bloomberg TV, CBS News, TV Mundo (Peru), ABF TV (Brazil), Fortune, Time, Christian Science Monitor, SF Gate, U.S. News & World Report, New Boston Post, Observer and Salon. In March 2018, he gave a TED Talk about the potential roles of cryptocurrencies in fighting poverty.