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  
GA: Cole Patton (cwpatto2@uncg.edu)  
Office: Bryan 379 (Limited Access due to COVID-19)  
Email: j_hwang3@uncg.edu (Best Means of Contact)  
Course website: http://canvas.uncg.edu  
Office hours: Zoom Online Office Hours (10-11 AM Thursdays)

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 including direct selling and entrepreneurship. 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, entrepreneurs or its consultants;  
2. Make the student an educated consumer of research by immersing them in the research process and by immersing them in a business process such as running their own firms or utilizing a business such as direct selling;  
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, 9th Edition, ©2020 • Pearson

The textbook 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. Strongly recommended for you to do either eText (12-Month Access for $59) or Print Rental (for $74.99):  
https://www.pearson.com/store/p/marketing-research/P100002530251?viewAll=true  
• 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.
TERM ASSIGNMENTS AND GRADES

<table>
<thead>
<tr>
<th>COMPONENTS</th>
<th>POINTS</th>
<th>Extra Points (5)</th>
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</thead>
<tbody>
<tr>
<td>Quiz (one quiz)</td>
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</tr>
<tr>
<td>Online Discussions (3 posting &amp; replies) x 15 points</td>
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<tr>
<td>Assignment (6 assignment x 15 points)</td>
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<tr>
<td>Exam (3 exams @60 points each)</td>
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<tr>
<td>Application Group Project</td>
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<tr>
<td>• Data Analysis and Report (50)</td>
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<td>• Peer evaluation (30)</td>
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<tr>
<td>TOTAL</td>
<td>395 +</td>
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Total points can be over 395 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. Final grades assigned at the end of the semester are NOT negotiable. Any issues concerning grades need to be called to my attention in writing within three days of receipt of the grading.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92.99%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99%</td>
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<tr>
<td>B-</td>
<td>80-82.99%</td>
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<tr>
<td>C</td>
<td>73-76.99%</td>
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<tr>
<td>C-</td>
<td>70-72.99%</td>
</tr>
<tr>
<td>D</td>
<td>60-66.99%</td>
</tr>
<tr>
<td>D-</td>
<td>Below 60%</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.

Course Module & Account Setting

Each week, our class modules open on **Mondays at 7:00 am on Canvas**.

- Account Setting: go to your Account -> Notifications -> Announcement -> Select “Notify me right away”. This way you would not be missed for any important update about the course. Excuses such as “I didn’t know it” are NOT accepted.
**Online Office Hours**
In addition, I offer **online office hours every week (Thursdays at 10-11 am)** through zoom link provided to students. You are welcome to ask any course related questions. But please note that the online office hour is **NOT a tutoring session** and 15 minutes will be the maximum for one student considering the number of students. So, please review/study the contents and ask specific questions.

**SPSS Access (Required - Important)**
This course requires students to use IBM SPSS Statistics software package. Students will practice data analysis via several assignments. See the specific guidelines and instructions are available on Canvas and **ensure access to SPSS by Module 2.**

- **Read this first about SPSS:** [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: [https://uncg.instructure.com/courses/72725/files/5906229?module_item_id=1325480](https://uncg.instructure.com/courses/72725/files/5906229?module_item_id=1325480)), there are several ways to have access to SPSS (i.e., Online MyCloud – “mycloud.uncg.edu” (RECOMMENDED) or school computers with SPSS at ITS computer lab). See these for
- **If MyCloud doesn’t work for any reason, use computers at ITS Computer Lab** [https://uncg.service-now.com/kb?id=kb_article_view&sysparm_article=KB0010799&sys_kb_id=15c78bd61b7554d0786065b4bd4bcb8c](https://uncg.service-now.com/kb?id=kb_article_view&sysparm_article=KB0010799&sys_kb_id=15c78bd61b7554d0786065b4bd4bcb8c)
- **Computer Lab Hours:** [https://uncg.service-now.com/kb?id=kb_article_view&sysparm_article=KB0010069&sys_kb_id=15c78bd61b7554d0786065b4bd4bcb8c](https://uncg.service-now.com/kb?id=kb_article_view&sysparm_article=KB0010069&sys_kb_id=15c78bd61b7554d0786065b4bd4bcb8c)
- Note that detailed information of how to have SPSS access via several means is provided, and **after 3rd week, excuses such as “I don’t have access to SPSS” will NOT be accepted for a missed class work.** Please note that the instructor has NO responsibility to resolve any technical issue about SPSS access. Contact ITS service available for you (6-TECH) for any technical issues in a timely manner.
- **MyCloud:** Working with Desktops and Apps: [https://uncg.service-now.com/kb/sys_kb_id=42db103c1bf64014470a4267cc4bcb74&id=kb_article_view&sysparm_rank=3&sysparm_tsqueryId=149e85cf1baad0d0470a4267cc4bcb6e](https://uncg.service-now.com/kb/sys_kb_id=42db103c1bf64014470a4267cc4bcb74&id=kb_article_view&sysparm_rank=3&sysparm_tsqueryId=149e85cf1baad0d0470a4267cc4bcb6e)

**Online Discussions**
- This course will have **three discussions.** The topic/article and the specific guideline is available under the module that requires online participation. One topic will be direct selling.
- **Two parts (15 points):** Your own positing (10 points) should be **posted by Thursday 11:59 pm** for the week. Replies to others (5 points) should be **posted 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 is a 3 to 4 paragraphs incorporating required contents, chapters, 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:
  - Presenting the discussion going beyond simple repetition of case/article or facts.
  - Articulating, explaining and supporting positions on your ideas.
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.
- Reflecting on and re-evaluating personal opinions.

**Exams (Individual)**
We will have three exams (60 points each). All online exams must be taken within the scheduled dates and times. Students must complete the exams before the stated deadlines. Make sure to mark on your calendar and plan accordingly. **The Rule is NO re-takes for any missed exam.** An extremely rare case of make-up exam may 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.
- **[EXremely 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, which **will result in F in this class.** Once the student’s attempt to take the exam starts, students should NOT leave the website of the exam window until the exam taking is done. **Canvas system can detect suspicious activities of students during exams.**

**Chapter Assignments (Individual)**
This individual assignment is designed to help you better understand and apply what you learned in the class. Check the schedule on Canvas. No late assignments are accepted.

**Application Group Project (Group)**
Group work is required regarding data analysis/recommendations. Students will be assigned to a group of 3 students using Canvas system (i.e., random group assignments). 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.). **Very specific guidelines (in Canvas -> Group Project) will be provided & any questions/discussions are welcomed but do not ask for individual tutoring.**
- **Group leader**: Group leader needs to be elected in the 3rd week after the group formation. Any group work-related communication to me (preferred to be sent by the group leader) SHOULD INCLUDE all members in the email. This rule is essential for everyone to be on the same page.

**Zoom Sessions**
This course will involve zoom sessions when necessary. In such cases, the announcement will be sent out beforehand. Students should endeavor to participate in all, although the sessions will be recorded to allow access to students who are unable to participate in the live sessions. Please note, though, the video recordings will NOT be available on Canvas until the day following each session. So the best way is to participate in the session when required.

**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 and provide
good help others’ questions about course (under Course Question in Discussion Board), I will give an extra point.

COURSE POLICIES AND EXPECTATIONS

DO NOT EMAIL Assignments to me & Late submission WILL NOT BE ACCEPTED. Please note the instructor does not grant extensions or provide makeup quizzes/assignments/group project. Students who fail to submit each assignment will earn a score of zero for that missed work. In the event of a technical problem that prevent the student from submitted an assignment by the due date, the instructor may grant an opportunity for the student to complete it, ONLY WHEN and strictly on the condition that the student provides CLEAR evidence of the technical problem. Such evidence may be a screenshot of the error message that clearly shows the date and time the error occurred. Therefore, students are advised to ensure that they have a reliable computer and internet access ready before attempting each assignment – more importantly start the work with ENOUGH time to meet the deadline.

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:
   - File name of assignment for upload: MKT 422 - Group Number-Title of assignment
     ▪ (e.g., MKT 422- Group 4–Data Analysis)
   - 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.

*****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 curtesy 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 2 days (48 hours) before the due date. *****

**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>
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</thead>
<tbody>
<tr>
<td>• Reading chapters before working on assignments</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>• Contributing to group project as a responsible group member</td>
<td>• Any type of recording of any communication</td>
</tr>
<tr>
<td></td>
<td>• Any type of cheating for assignment, exams and quizzes</td>
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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/

Health and Wellness
Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting https://shs.uncg.edu/srp or reaching out to recovery@uncg.edu

COVID-19 Health and Wellness
As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG’s culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Wearing a face covering that covers both nose and mouth
- Observing social distance in the classroom
● Engaging in proper hand washing hygiene when possible
● **Self-monitoring for symptoms of COVID-19**
● Staying home if you are ill
● Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**COVID-19 Spartan Shield Video**
UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well-being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important. **Please watch this video before the first day of classes.**
https://youtu.be/Mb58551qxEk

**Academic Accommodations**
The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at https://ods.uncg.edu/ or by calling 336-334-544 or visiting them in Suite 215, EUC.
# TENTATIVE COURSE SCHEDULE
 (*subject to change)

<table>
<thead>
<tr>
<th>Day</th>
<th>Class focus</th>
<th>Note</th>
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</thead>
</table>
| Module 1 (January 19 - 24) | • Ch 1: Introduction to Marketing Research  
• Ch 2: Marketing Research Industry (very brief)  
• Reading: Stores suffer from a shift of behavior in buyers | • Check Syllabus  
• Post your introduction on Canvas |
| Module 2 (January 25 - 31) | • Ch 3: Marketing Research Process and Defining the Problem and Research Objectives  
• Ch 4: Research Design  
• SPSS Exploration | • SPSS access (IMPORTANT! see the guideline on Syllabus & Canvas)  
• Quiz (Extra Points) |
| Module 3 (February 1 – 7) | • Ch 5: Secondary Data and Packaged Information  
• SPSS Practice | • SPSS Practice  
• 1st online discussion participation: your own posting (10 points) by Thursday & replies to others (5 points) by Friday |
| Module 4 (February 8 - 14) | • Ch 6: Qualitative Research Techniques  
• SPSS work | • Assignment 1 (by Friday 11:59 pm) |
| Module 5 (February 15 - 21) | • Exam 1 | Ch1-5 and other materials covered. (See Canvas for Date and Details) |
| Module 6 (February 22 - 28) | • Ch 7: Evaluating Survey Data Collection Methods  
• Ch 8: Understanding Measurement, Developing Questions, and Designing the Questionnaire | • 2nd online discussion participation: your own posting (10 points) by Thursday & replies to others (5 points) by Friday |
| Module 7 (March 1 - 7) | • Ch 9: Selecting Sample  
• Ch 10: Determining the Size of Sample | • Assignment 2 (by Friday 11:59 pm) |
| Module 8 (March 8 - 14) | • Ch 11: Dealing with Field Work and Data Quality Issues  
• Exam 2 | • Exam 2 (Ch6-10 and materials covered) (See Canvas for Date and Details) |
| Module 9  
SPSS work | Assignment 3 (by Friday 11:59 pm) |
|-----------------|-------------------------------------------------|----------------------------------|
| Module 10  
(March 22 - 28) | Ch 13: Implementing Basic Differences Tests  
SPSS work | Assignment 4 (by Friday 11:59 pm) |
| Module 11  
(March 29 – April 4) | Ch 14: Making Use of Associations Tests  
SPSS work | Assignment 5 (by Friday 11:59 pm) |
| Module 12  
(April 5 - 11) | Ch 15: Understanding Regression Analysis Basics  
SPSS work | Assignment 6 (by Friday 11:59 pm) |
| Module 13  
(April 12 - 18) | Ch 16: The Research Report | 3rd online discussion participation: your own posting (10 points) by Thursday & replies to others (5 points) by Friday |
| Module 14  
(April 19 - 25) | Group Project Week/Catch-up Week | Application Assignment Due  
Peer Evaluation Due |
| Module 15  
(April 26-28) | **Exam 3  
**NO LATE ATTEMPT will be given | Exam 3 (Ch11-15) (See Canvas for Date and Details) |

* April 28 is the last day of the class