The University of North Carolina at Greensboro
CRS 605: Retail Data Analytics
Spring 2023

Instructor: Dr. Jarrod Hyman
Location: Online via Canvas
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Office Hours: by appointment

Course Description and Objectives

This class is designed to introduce 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 students learn how to design and carry out a research project. Students will also develop an appreciation of the role of market research within a business context.

After completing this course, students should be able to:

1. Develop hypotheses and learning plans to address research questions
2. Construct valid and reliable measures
3. Design and implement fruitful research projects
4. Select the appropriate statistical techniques to address research questions
5. Begin to understand how to analyze quantitative data using SPSS
6. Interpret results of statistical analyses
7. Write a research proposal that conforms to APA style and format

Required Text

Malhotra, Naresh K. (2019). *Marketing Research: An Applied Orientation* (7th edition). Published by Pearson Education, Inc.

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 accessing 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

Alternatively, you can lease/purchase from campus: http://its.uncg.edu/Software/Available/SPSS/

SPSS also offers a free trial version:
https://www.ibm.com/account/reg/us-en/signup?formid=urx-19774

Course Format

This course is a web-based course utilizing Canvas and Webex. Assignments will include readings, discussions via discussion board in Canvas, papers and exams. *It is important that you check the course website regularly for any new course information. You are responsible for any information posted on Canvas.*

Rules of Conduct

Participation/Discussion: 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 incorporate that information into the class discussion. Your grade, in part, will be evaluated on the level and quality of class discussion.

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.

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

Course Requirements and Assignments

1. Exams:
   a) Midterm exam   200 pts.
   b) Final exam   200 pts.

2. Assignments (4 x 25pts.)   100 pts.
3. Discussion & Participation (15 x 10pts.)   150 pts.

TOTAL   **650 pts.**

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Final Grading Scale

A   = 93.5% and above
A -   = 89.5% - 93.4%
B+   = 86.5% - 89.4%
B   = 83.5% - 86.4%
B -   = 79.5% - 83.4%
C+   = 76.5% - 79.4%
C   = 73.5% -76.4%
C -   = 69.5% - 73.4%
F   = 69.4% or less

Exams (200pts. each):
Exams are not cumulative. They are based 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. NO MAKE UP EXAMS WILL BE GIVEN.

Assignments (25pts. each):
There will be a total of 4 assignments that are due before midnight on the designated due date. Assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one inch margin across, unless otherwise specified. Specific instruction for each assignment will be distributed throughout the semester.

Online Class Discussion (10pts per week):
Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible. Students are expected to participate much like they would in a face to face class. Instructor will post one discussion question (DQ) per week that relates to that week's content. You must post your own response to the question (5pts.). In addition, you must <u>respond</u> to one post from your peers with your thoughts, challenges, builds, and/or commentary (5pts.). Each week, you can receive a max of 10pts. for participating in the discussion. Throughout each week I will be reading responses and may send you follow up questions to what you have written. These additional questions **DO NOT** count as your response to your classmates, but rather will be factored into your original answer to the DQ for that week.

In grading the above, both quantity and quality of participation will be graded. Simple replies such as "I agree with you" "I like your idea" and "Very good point" will not count. Reply should include your thinking paths (i.e., why you agree/disagree, etc.). The instructor will monitor and interject as needed.

Note: Please be aware that you cannot post your responses after 11:59pm on Sunday each week. This means no late posting is accepted. One whole week is given for you to post. I encourage you to post your original response to the DQ by Thurs. morning at the latest so that the class will have enough time to post responses.

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.

UNCG Culture of Care:
As we return for spring 2023, please uphold UNCG's culture of care to limit the spread of covid-19 and other airborne illnesses. These actions include, but are not limited to:
- *Engaging in proper hand-washing hygiene*
- *Self-monitoring for symptoms of covid-19*
- *Staying home when ill*
- *Complying with directions from health care providers or public health officials to isolate if ill*
- *Completing a self-report when experiencing covid-19 symptoms or testing positive for covid-19*
- *Following the CDC's exposure guidelines when exposed to someone who has tested positive for covid-19*
- *Staying informed about the University's policies and announcements via the covid-19 website*

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

Tentative Schedule:

Week/Start Date		Topic
1	Jan. 9th	**Course Introduction and Course Overview**
	Jan. 9th	**Part I: Introduction to Market Research** Reading- Chapter 1
2	Jan. 16th	Defining the Market Research Problem Reading- Chapter 2
3	Jan. 23rd	**Part II: Research Design** Reading Chapter 3 **Assignment 1**
4	Jan. 30th	Exploratory Research Design: Secondary & Syndicated Data Reading Chapter 4
5	Feb. 6th	Exploratory Research Design: Qualitative Research Reading Chapter 5
6	Feb. 13th	Descriptive Research Design: Survey & Observation Reading Chapter 6
7	Feb. 20th	Casual Research Design: Experimentation Reading Chapter 7 **Assignment 2**
8	Feb. 27th	Measurement & Scaling Reading Chapter 8 **MID-TERM EXAM THIS WEEK**
9	March 6th	**Spring Break**
10	March 13th	Measurement & Scaling Reading Chapter 9
11	March 20th	Questionnaire Design Reading Chapter 10
12	March 27th	Sampling Reading Chapter 11 **Assignment 3**
13	April 3rd	Sampling Reading Chapter 12
14	April 10th	**Part III: Data Collection & Analysis** Fieldwork Reading Chapter 13
15	April 17th	Data Preparation Reading Chapter 14 **Assignment 4**
16	April 24th	Frequency Dist., Cross-Tabs, & Hypothesis Testing Reading Chapter 15 AND STUDY FOR FINAL
	May 1st	**FINAL EXAM WEEK**