



Bryan School of Business and Economics
MBA 730-710: Marketing Research
Summer 2020 (June 23-August 4, 2020)

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

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Required Text

Exploring Marketing Research, 11th Edition Barry J. Babin, William G. Zikmund, 2016
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 thread 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 thread, 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 other 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 **August 3, 2020**. Please copy all your posts in **ONE** word document and email me by **August 5, 2020**. 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:

Component	Points possible
Online Attendance, Participation and Contribution	200
Exam 1	125
Exam 2	125
Exam 3	250
Three Quizzes	75
Assignment 1	75
Assignment 2	150
Total	1,000

Scoring System for the Final Grade

The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
955 – 1,000	A	790 – 819	B-
915 – 954	A-	760 – 789	C+
870 – 914	B+	740 – 759	C
820 – 869	B	0 – 739	F

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

Week	Detail	Remarks
1 (6/23-28)	<ul style="list-style-type: none"> • The Role of Marketing Research • The Marketing Research Process • The Human Side of Marketing Research: Organizational and Ethical Issues • SPSS practice • Reading #1 • Reading #2 • Reading #3 • Reading #4 	<ul style="list-style-type: none"> •EMR Chapters 1, 3, 4

2 (6/29-7/5)	<ul style="list-style-type: none"> • Measurement and Attitude Scaling • Article 3, Article 4, Article 5 and Article 6 (These articles are available at “Required Articles” under Files tab). • Reading #5 • Reading #6 • Reading #7 • Reading #8 • SPSS practice 	<ul style="list-style-type: none"> •EMR Chapter 10 •Quiz 1 (will open on 6/30 at 5 PM and will be available for 48 hours)
3 (7/6-7/12)	<ul style="list-style-type: none"> • Big Data Basics: Describing Samples and Populations • Basic Data Analysis • Testing for Differences Between Groups and for Predictive Relationships • Beyond the Basics in Basic Data Analysis • SPSS practice 	<ul style="list-style-type: none"> •EMR Chapters 13, 14, 15, 17 •Exam 1 (will open on 7/7 at 5 PM and will be available for 48 hours)
4 ((7/13-7/19)	<ul style="list-style-type: none"> • Advanced Topics in Linear Analytics. • Exploratory research and qualitative analysis • Secondary Data Research • SPSS practice • Reading #9 • Reading #10 	<ul style="list-style-type: none"> •EMR Chapters 18, 5, 6 •Quiz 2 (will open on 7/14 at 5 PM and will be available for 48 hours) •Assignment 1 due (7/17/2020)
5 (7/20-7/26)	<ul style="list-style-type: none"> • Survey Research • Observation • Conducting Marketing Experiments • SPSS practice • Reading #11 • Reading #12 	<ul style="list-style-type: none"> •Exam 2 (will open on 7/21 at 5 PM and will be available for 48 hours) •EMR Chapters 7, 8, 9
6 (7/27-8/2)	<ul style="list-style-type: none"> • Questionnaire Design • Sampling and Statistical Theory • Reading #13 • Reading #14 • SPSS practice 	<ul style="list-style-type: none"> •Quiz 3 (will open on 7/28 at 5 PM and will be available for 48 hours) •EMR Chapters 11, 12
7 (8/3-4)	<ul style="list-style-type: none"> • Communicating Research Results • Reading #15 • Review for exam 3, Assignment 2 preparation 	<ul style="list-style-type: none"> •EMR Chapter 16 •Assignment 2 due (8/4/2020) •Exam 3 will open on 8/3 at 5 PM and will be available for 48 hours.

List of Readings (Only Reading #3, #5, #7, #14 and #15 will be covered in the quizzes/exams. Others are only for discussion)

Reading #1

Watters, J. Using Marketing Research for International Business Development, July 10, 2015, <https://www.insightsassociation.org/article/using-marketing-research-international-business-development>

Reading #2

bdc.ca. Entering a foreign market: 4 tips for successful market research, <https://www.bdc.ca/en/articles-tools/marketing-sales-export/exportation/pages/conducting-foreign-market-research.aspx>

Reading #3

Johnson, Grace J.; Ambrose, Paul J. Welcome to the Bazaar. *Marketing Research*, 2009, Vol. 21 Issue 4, pp. 18-24,

Reading #4

Jonathan Weiner. 2012. A Client-Side Marketing Researcher Is Not a Wanna-Be Marketer: Storytelling proves to be an integral part of the communication process, *Marketing Research*, Vol. 24 Issue 2, 30-31

Reading #5

Davidson, Tim; Gold, Larry. Is Supplier *Research* Quality Improving?, *Marketing News*, 9/30/2009, Vol. 43 Issue 15, 38-39

Reading #6

Delo, Cotton, Getting more from your brand's Facebook data *Advertising Age*, 00018899, 2/13/2012, Vol. 83, Issue 7

Reading #7

Grapentine, Terry H.; Weaver, Dianne Altman. What Really Affects Behavior?, *Marketing Research*, 2009, Vol. 21 Issue 4, pp. 12-17

Reading #8

Delo, Cotton. Here's my personal data, marketers. What do I get for it? *Advertising Age*, 11/28/2011, Vol. 82, Issue 42

Reading #9

Kshetri, Nir, Ralf Bebenroth, Nicholas C. Williamson, and Ravi S. Sharma (2014). "Cross-national Heterogeneity in E-retail Spending: A Longitudinal Analysis of Economic, Technological and Political Forces", *Electronic Commerce Research*, 14(4): 585-609.

Reading #10

Kshetri, Nir, and L.L. Alcantara (2016) "Drivers of Cross-national Variation in Advertising Spending: A Longitudinal Analysis of the Effects of Freedom and Foreign Direct Investment," *Australasian Marketing Journal* 24(1), 38-45

Reading #11

Jonathan Weiner. The Roles and Goals of Marketing Research: Where we are and where we need to be, <http://www.macroinc.com/english/the-roles-and-goals-of-marketing-research-where-we-are-and-where-we-need-to-be/>

Reading #12

Kshetri, Nir (2018). "Informal institutions and Internet-based equity crowdfunding," *Journal of International Management*, 21(4), 33-51.

Reading #13

Kshetri, Nir (2016). "Creation, Deployment, Diffusion and Export of Sub-Saharan Africa-originated Information Technology-Related Innovations," *International Journal of Information Management*, 36(6), Part B, pp. 1274–1287

Reading #14

Kshetri, Nir (2014). "Big Data's Impact on Privacy, Security and Consumer Welfare," *Telecommunications Policy* 38, pp. 1134-1145

Reading #15

Kshetri, Nir (2017). "Blockchain's roles in strengthening cybersecurity and protecting privacy " *Telecommunications Policy*, 41(10), pp. 1027-1038

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/>

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/> and <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.

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 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.

Instructor Information

Nir Kshetri is Professor at University of North Carolina-Greensboro and a research fellow at Kobe University. He has authored nine books, one of which has been selected as an Outstanding Academic Title by Choice Magazine. He has also published about 150 articles in various journals. 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, Asia Times, Channel News Asia, New York Daily News, New Boston Post, Observer and Salon. His scholarly works and popular press publications have millions of readers worldwide. In March 2018, he gave a TED Talk about the potential roles of cryptocurrencies in fighting poverty.

Nir is the world's 2nd most cited and 6th most published author in blockchain research during 2015-2019 based on the analysis of papers published in journals indexed in Web of Science citation database (Central University of Tamil Nadu, 2020). He was the winner of IEEE IT Professional's Most Popular Paper Award in 2019 and 2018 and Outstanding Contribution in Authorships award in 2019. He also won the Blockchain Connect Conference's Most Influential Blockchain Research Paper in 2019. Nir was the winner of 2016 Bryan School Senior Research Excellence Award. He was also awarded Pacific Telecommunication Council's Meheroo Jussawalla Research Paper Prize twice (2010 and 2008).

He has provided consulting services to Asian Development Bank and various UN agencies. In December 2018, he spoke at the Plenary Session, Digital Technology and Sustainable Development: South-South Cooperation in the Digital World at the Hong Kong Summit of the United Nations Office for South-South Cooperation (UNOSSC) and the Finance Center for South-South Cooperation (FCSSC), a special consultative body of the United Nations Economic and Social Council (ECOSOC).

Nir has travelled to over 100 countries. He has taught classes or presented research papers (about 200) at various national and international meetings/conference in Azerbaijan, Argentina, Belgium, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, Hong Kong, India, Indonesia, Italy, Japan, Kazakhstan, Lithuania, Macao, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Peru, Portugal, Rwanda, Romania, Serbia, Sri Lanka, South Africa, South Korea, Singapore, Slovenia, Sri Lanka, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey, Uganda, United Arab Emirates, Vanuatu and Vietnam.

