



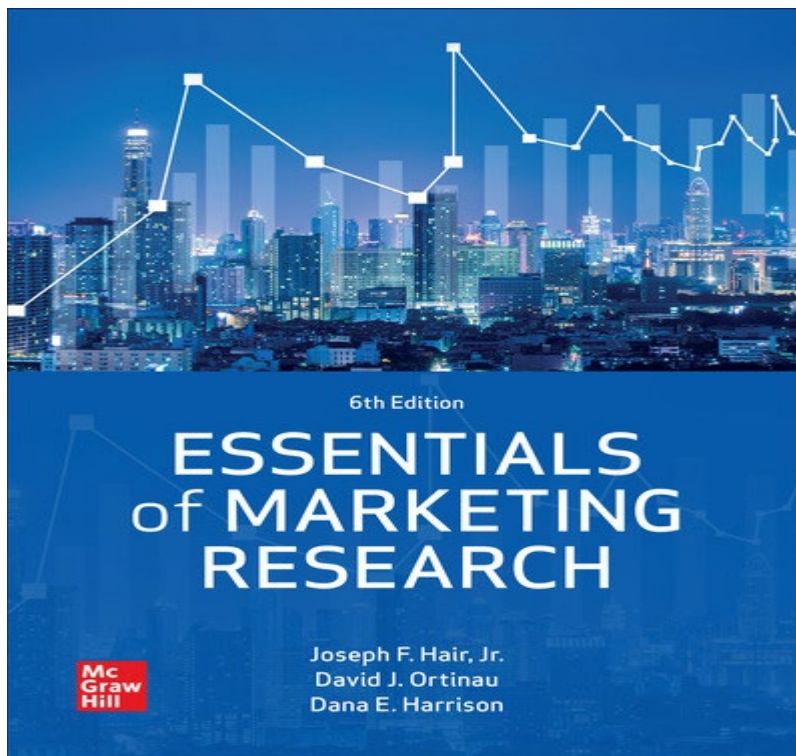
Bryan School of Business and Economics
MBA 730-71: Marketing Research
Summer 2024 (June 17-July 29, 2024)

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

Instructor: Nir Kshetri, Ph D
Office location: 368 BRYAN

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Required Text



Joseph Hair, David Ortinau and Dana E. Harrison (2024). Essentials of Marketing Research, 6th Edition, ISBN10: 1265217181 | ISBN13: 9781265217181, McGraw Hill.

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:

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) Have you posted regularly (at least one every week)?
- 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 28, 2024**. Please copy all your posts in **ONE** word document and email me by **July 29, 2024**. 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)

Assignment 1: 100 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
Two Quizzes	50
Assignment 1	100
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
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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 (6/17-23)	<ul style="list-style-type: none"> • Course Overview • Chapter 1: Marketing Research for Managerial Decision Making • Chapter 2: The Marketing Research Process and Proposals • Reading #1: Adam Rogers Apr 22, 2024, “The scourge of customer satisfaction surveys” https://www.businessinsider.com/customer-satisfaction-surveys-scourge-annoying-ratings-email-marketing-research-workers-2024-4 	
2 (6/24-30)	<ul style="list-style-type: none"> • Chapter 3: Secondary Data, Literature Reviews, and Hypotheses • Chapter 4: Exploratory and Observational Research Designs and Data Collection Approaches • Social media, big data and other technologies in MR • Reading #2: Shiv Gupta on March 13, 2024, How to augment market research and glean customer insights with AI, https://martech.org/how-to-augment-market-research-and-glean-customer-insights-with-ai/ • Reading #3: Generative Artificial Intelligence in Marketing: Applications, Opportunities, Challenges, and Research Agenda 	<ul style="list-style-type: none"> • Quiz 1 will open on 6/25 at 5 PM and will be available for 48 hours
	<ul style="list-style-type: none"> • Chapter 5: Descriptive, Predictive, and Causal Research Designs • Chapter 6: Sampling: Theory and Methods 	Exam 1 will open on 7/2 at 5 PM

3 (7/1-7)	<ul style="list-style-type: none"> Reading #4: "Big Data" in Kshetri, Nir. (2021). Cybersecurity Management, The University of Toronto Press: Toronto 	and will be available for 48 hours
4 (7/8-7/14)	<ul style="list-style-type: none"> Chapter 7: Measurement and Scaling Chapter 8: Designing the Questionnaire Chapter 9: Qualitative Data Analysis Reading #5: "Thoughts on General Data Protection Regulation and Online Human Surveillance ", IEEE Computer, 53(1),86-90 	<ul style="list-style-type: none"> Quiz 2 will open on 7/9 at 5 PM and will be available for 48 hours Assignment 1 due: 7/12/2024
5 (7/15-7/21)	<ul style="list-style-type: none"> Chapter 10: Preparing Data for Quantitative Analysis Chapter 11: Basic Data Analysis for Quantitative Research Reading #6: "Blockchain's roles in strengthening cybersecurity and protecting privacy " Telecommunications Policy, 41(10), pp. 1027-1038 	<ul style="list-style-type: none"> Exam 2 will open on 7/16 at 5 PM and will be available for 48 hours
6 (7/22-7/28)	<ul style="list-style-type: none"> Chapter 12: Examining Relationships in Quantitative Research Chapter 13: Communicating Marketing Research Findings Reading #7: "The Nature and Sources of International Variation in Formal Institutions Related to Initial Coin Offerings: Preliminary Findings and A Research Agenda" Financial Innovation, 9, Article number: 9, https://jfin-swufe.springeropen.com/articles/10.1186/s40854-022-00405-x. Reading #8: "Blockchain and sustainable supply chain management in developing countries", Volume 60, October, 102376, International Journal of Information Management, https://www.sciencedirect.com/science/article/abs/pii/S0268401221000694 	<ul style="list-style-type: none"> Exam 3 will open on 7/25 at 5 PM and will be available for 96 hours
7 (7/29)	<ul style="list-style-type: none"> Assignment 2 preparation 	<ul style="list-style-type: none"> Assignment 2 due: 7/29/2024

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

Adam Rogers Apr 22, 2024, "The scourge of customer satisfaction surveys"
<https://www.businessinsider.com/customer-satisfaction-surveys-scurge-annoying-ratings-email-marketing-research-workers-2024-4>

Reading #2

Shiv Gupta on March 13, 2024, How to augment market research and glean customer insights with AI, <https://martech.org/how-to-augment-market-research-and-glean-customer-insights-with-ai/>

Reading #3

Generative Artificial Intelligence in Marketing: Applications, Opportunities, Challenges, and Research Agenda

Reading #4

"Big Data" in Kshetri, Nir. (2021). *Cybersecurity Management*, The University of Toronto Press: Toronto

Reading #5

"Thoughts on General Data Protection Regulation and Online Human Surveillance ", *IEEE Computer*, 53(1),86-90

Reading #6

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

Reading #7

"The Nature and Sources of International Variation in Formal Institutions Related to Initial Coin Offerings: Preliminary Findings and A Research Agenda" *Financial Innovation*, 9, Article number: 9, <https://jfin-swufe.springeropen.com/articles/10.1186/s40854-022-00405-x>.

Reading #8

"Blockchain and sustainable supply chain management in developing countries", Volume 60, October, 102376, *International Journal of Information Management*, <https://www.sciencedirect.com/science/article/abs/pii/S0268401221000694>

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 been ranked among the world's top 0.01% researchers in the 2023 list of the World's Top Researchers by Stanford University/Elsevier.

He has authored thirteen books and more than 250 academic articles. His books and articles have been translated into Arabic, Chinese, German, Spanish, French, Japanese, Portuguese and other languages.

Nir's work has been featured by hundreds of media outlets such as BBC, Barron's, Wall Street Journal, Foreign Policy, The Economist, Al Jazeera, Public Radio International, Scientific American, and Bloomberg TV. He has provided consulting services to Asian Development Bank, the Commonwealth Secretariat, various UN agencies and a number of private companies. He is a two-time TEDx speaker about the roles of emerging technologies such as artificial intelligence (<https://www.youtube.com/watch?v=W6da0kEfBsY&t=590s>) and blockchain in fighting poverty (https://www.youtube.com/watch?v=WDo_jlov9R4).

Nir has travelled to over 100 countries and territories. He has taught classes and/or presented research papers (more than 220) at various national and international meetings/conference in Azerbaijan, Argentina, Belgium, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, Ethiopia, 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, Spain, 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.



Using Artificial intelligence to Empower the Bottom Four Billion | Nir Kshetri | TEDxRITDubai