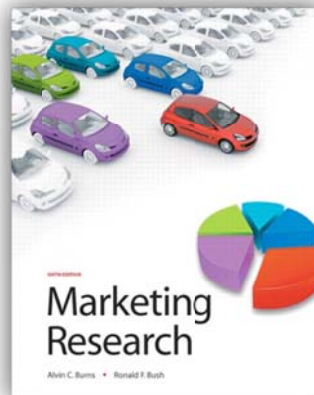


MKTG 3710—Marketing Research

Spring 2011

Instructor: Dr. Wes Martz
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Course Website: <http://homepages.wmich.edu/~wmartz>

Office: 3227 Schneider Hall
Office Hours: 5:30 to 6 p.m. Monday, and by appointment 7 days per week
Required Text: *Marketing Research*, 6th ed., Burns & Bush



Optional Text: *The Research Methods Knowledge Base*, 3rd ed., Trochim & Donnelly
Online version of this text at socialresearchmethods.net/kb.

Course Description: An introduction to the research process as it aids decision making in marketing management. The focus is on the stages of research process from the planning of the research to gathering, analysis, and interpretation of data as it relates to marketing management.

Student Learning Outcomes

Upon completion of this course, you should be able to:

1. Understand the role and impact of marketing research in the larger role of marketing.
2. Define common terms and basic concepts used in marketing research.
3. Explain the marketing research process including the key tasks, purposes, and challenges of each stage.
4. Define marketing problems and determine the appropriateness of marketing research techniques to solve the identified problems.
5. Select and use relevant sources of information to address the marketing decision.
6. Apply and interpret basic research methodologies for business decision-making.

Course Requirements and Expectations

1. Students are expected to attend every class and to participate meaningfully in class discussions.
2. Assigned text material and articles should be read prior to the class period in which it will be discussed. Successful class participation requires keeping up to date on all assigned readings.
3. Class time is intended to be a professional development and learning environment. Professional demeanor and behavior are expected. This includes proper attire, respect for all opinions, and active participation in discussions.
4. Absences in excess of two scheduled classes during the semester may lower the final course grade depending on the reasons and the professor's judgment about the merit of absences.

Academic Integrity

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate Catalog that pertain to Academic Integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.

Graded Assignments and Points Available

Participation	10%
Homework Assignments	10%
Thought Papers	20%
Quizzes	20%
Midterm Exam	20%
Final Exam	20%

Participation

Your participation grade is based on attendance, punctuality, regularity, and quality of contributions to class discussions. Please note that attendance is a necessary but not sufficient condition for a satisfactory grade. You need to make significant contributions.

Homework Assignments

Assignments are collected at the beginning of class on their due date. Assignments received after 6:15 p.m. will receive a 50% penalty. Students will have up to three days to submit late assignments for up to half credit.

Thought Papers

Thought Papers consist of your written reflections on contemporary marketing research issues. The instructor will outline the specific topic of the Thought Paper one week prior to its due date. Thought Papers received after 6:15 p.m. will receive a 50% penalty. Students will have up to three days to submit late papers for up to half credit.

Quizzes & Examinations

Quizzes will be given at the start of class and will include multiple-choice and/or short answer essay questions from assigned readings and class discussions. Quizzes cannot be made up if you miss class, and no additional time is given for students arriving late to class. There are ten scheduled quizzes—your final quiz score will be based on the top eight quiz scores. There will be a midterm exam (essay) and a final comprehensive exam.

Grading Scale

92 - 100% = A	72 - 78% = C
89 - 91% = BA	69 - 71% = DC
82 - 88% = B	60 - 68% = D
79 - 81% = CB	59 - 0% = E

Tentative Schedule

Date	Topic	Readings†	Assignment Due
January 10	Introduction to marketing research	Chapters 1-4	
January 17	NO CLASS		Thought Paper 1
January 24	Research design and methods	Chapter 5	Quiz 1
January 31	Secondary data	Chapter 6	Quiz 2
February 7	Qualitative research	Chapter 8	Quiz 3 Thought Paper 2
February 14	Survey data collection <i>Using Mobile Phones for Survey Research</i>	Chapter 9 Vicente, et. al	Quiz 4
February 21	<i>Midterm project work</i>		
February 28	NO CLASS		Midterm Paper‡
March 7	Questionnaire design <i>Research Into Questionnaire Design</i>	Chapter 11 Lietz article	
March 14	Measurement Sampling	Chapter 10 Chapter 12,13 Sampling Terms	Quiz 5
March 21	Descriptive statistics	Chapter 15 Descriptive Statistics	Quiz 6 Thought Paper 3
March 28	Utilizing research: Practical applications	Language of Research (click on link above)	
April 4	Generalizing sample findings Testing for differences	Chapter 16 Chapter 17	Quiz 7
April 11	Determining, interpreting associations Regression analysis basics	Chapter 18 Chapter 19	Quiz 8
April 18	Presenting research	Chapter 20 Write-up	Quiz 9 Thought Paper 4
April 25	Final Exam		

† Readings to be completed prior to class.

‡ Midterm paper is to be emailed to Dr. Martz by 11:59 p.m. on 2/28/11.

March 14 additional reading available at <http://www.socialresearchmethods.net/kb/sampterm.php>.

March 21 additional reading available at <http://www.socialresearchmethods.net/kb/statdesc.php>.

March 28 reading assignment available at <http://www.socialresearchmethods.net/kb/language.php>.

April 18 additional reading available at <http://www.socialresearchmethods.net/kb/writeup.php>.