

**FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
Department of Marketing
Syllabus and Course Calendar: Summer "A" 2017**

COURSE NUMBER: MAR 4613 CRN 50195

COURSE TITLE: Marketing Research, 3 Hours
T,R 6:30p – 9:55p, Lutgert Hall 2210

PREREQUISITES: MAR 3023 with a "C" or better.

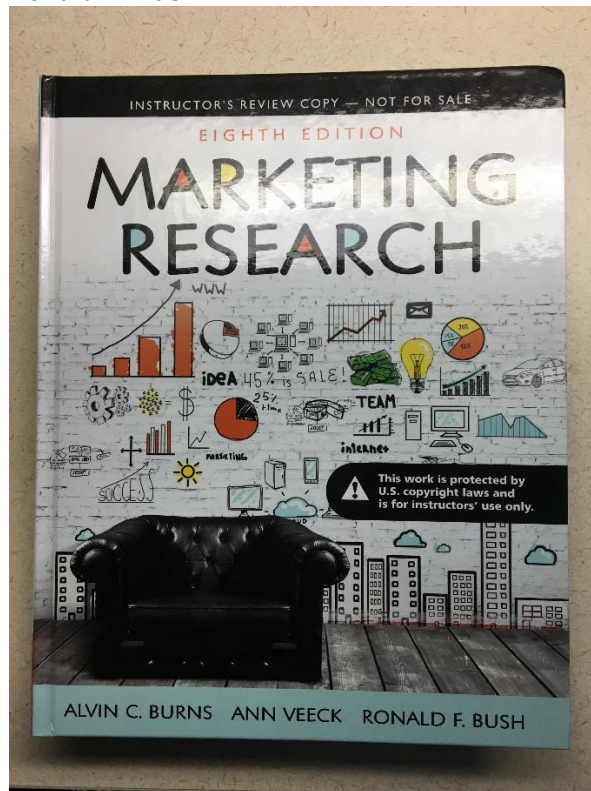
INSTRUCTOR: Dr. Mark Case
Lutgert Hall 3303
Phone: 590-7320
E-mail: mcase@fgcu.edu

OFFICE HOURS: TR 5:00p – 6:00p, or by appointment

REQUIRED TEXT:

Marketing Research, 8/E

**Alvin C Burns
Ronald F. Bush**



ISBN-10: 0133074684
ISBN-13: 9780133074680
Publisher: Prentice Hall
Copyright: 2014
Format: Hard Copy or e-text
Status: 03-May-2013 AS | Priority: C
Net Price: \$95.99
: \$93.00
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To have access to the course material, please go to

<http://www.mypearsonstore.com/bookstore/marketing-research-coursesmart-etextbook-0133074684>.

Important: *having the book is essential, as it comes with access to a number of assignments and data sets. If you don't plan to buy the book, drop the course.*

COURSE DESCRIPTION:

This course is a study of the research methods and techniques applicable to problem solving in marketing. Using state-of-the-art technologies for research, students develop skills in questionnaire design, data collection, data entry and analysis and presentation of written research reports. The focus is on the use of market research findings in marketing management decision making involving needs assessment, market identification, demand estimation, product design, channel selection, promotion and pricing. Attention is also given to defining information needs, determining the value of information for business decision-making and social/ethical issues in marketing research.

COURSE LEARNING GOALS:

This course is designed to help students achieve an understanding of marketing research, identify the research problem, select the appropriate research design, execute the research design, and communicate the results. Upon completion of this course, students should be able to:

- Demonstrate an understanding of the role and value of marketing research.
- Understand and be able to undertake the process of designing marketing research projects, sampling, descriptive analysis, and determining sample sizes.
- Understand and undertake the process of designing surveys, data collection instruments, and collecting data.
- Undertake data preparation, data analysis, and research budgeting, and reporting of results.

LEARNING OBJECTIVES:

This course also addresses one learning goal from the **Marketing Area Academic Learning Compact: "Design research studies, interpret results, and make recommendations."** In addition, two college-wide learning goals will be addressed which states that upon completion of the course, students shall be:

- Prepare effective written reports
- Solve business problems using analytical tools

The course goals along with the college and departmental learning objectives will be explored using the array of concepts and principles.

COURSE REQUIREMENTS AND EVALUATION:

Regular Exams (3 @ 25% each)	75 points
Practical assignments	15 points
<u>Class Participation/Professional Behavior*</u>	<u>10 points</u>
Total Possible	100 points

Grading Scale: A = 90 – 100% B=80-89% C=70-79% D=60-69% F=59% and below. There will be no plus or minus grades, and grades will NOT be rounded; i.e., 79.8% will be a “C,” not a “B.” Grades are always earned, never given, and are not negotiated.

* Missing class is discouraged, and also contributes to the evaluation of course grade in the following manner; missed classes may lower your class grade proportionally. For example, there are 13 class meetings; missing class periods (that includes skipping out in the middle of class) may reduce your final grade by the proportion of classes missed. Therefore, missing three may result in a 25% reduction, etc . . . Also, exam questions will include discussion content from class that may not be in your textbook, so missing class may cost you points on exams. In addition, disruptive behavior in class is unacceptable, and may result in expulsion from the class (see below).

CLASSROOM DECORUM AND BEHAVIOR

All students are expected to behave in a manner that is conducive to a positive learning environment. Disruptive behavior includes holding conversations with fellow students while class is in session, using electronic communication devices in class, arriving late, leaving early, etc. If a student does these things, the following penalties may apply: first offence, leave the classroom and/or sustain a grade penalty of five basis points. Second offence, leave the classroom and sustain a grade penalty of ten basis points. A third offence will result in F for the course. Student may be reported to the Dean of Students at any stage, and any removal from the classroom will result in an absence for that class meeting as well.

EXAMS

There will be three exams during the summer session. Each exam may either be in mixed multiple-choice and short answer/problem solving format, or essay. A mixed format exam would have 25 multiple choice questions each, and five short answer/problem solving questions. An essay exam would have 10 short answer/problem solving questions. Be sure to pay attention to the final exam schedule! The final will be cumulative in nature. Unfortunately, makeup exams will not be offered for any reason, and no exam may be rescheduled. Appearing late for an exam will likely result in not being allowed to sit for the exam, so you should make absolutely sure that you have nothing on the calendar for exam days.

PRACTICAL ASSIGNMENTS

Over the course of the summer session, individual practical assignments will be assigned. Each assignment with its associated point value is shown in the course schedule (below). All assignment due

dates will be posted on Canvas, and there will be some lab time for students to work out some of the problems. No late work will be accepted for any reason – which includes computer failures, clicking the wrong link, sick puppies, dating a Kardashian, or any other reason. Work will be accepted only in the Canvas Turnitin drop box. This dropbox limits the file types that are acceptable – they are .doc, .docx, .pdf, and .txt. Assignments requiring hand calculations may be scanned into PDF format and attached to the Turnitin drop box on Canvas. Any other means of turning in work will not be accepted, unfortunately. Get the work in on time, else it does not count! Some assignments will require the use of data files, which will be distributed via individual email from Canvas. Friendly advice: turn the stuff in the day before it is due so you don't have any problems 😊

NO BORE GUARANTEE

You are guaranteed NOT to be bored in this class. How can I make such an audacious statement? Simple. If at any time you start to wonder why sheep don't shrink when it rains, why the alphabet is in that order, or why the word abbreviation is such a long word, you have a clue that you may be getting bored. It is at this time that it is YOUR responsibility to generate/stimulate class discussion (must be topic related). If everyone follows this simple rule, no one will be bored.

ACADEMIC HONESTY:

Academic dishonesty in any form will not be tolerated and will result in a grade of "F" for the course and additional sanctions if warranted. The university policies regarding issues of academic honesty can be found in the FGCU Student Guidebook under the **Student Code of Conduct** and **Policies and Procedures** sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU student Guidebook is available online at:

<http://studentservices.fgcu.edu/judicialaffairs/new.html>.

STUDENT DISABILITY STATEMENT:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the University's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall room 137. The phone number is 239.590.7956 or TTY 239.590.7930.

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into the FGCU General Counsel Policies, please go to the following website:
<http://www.fgcu.edu/generalcounsel/policies-view.asp>.

LAST DAY TO DROP WITHOUT ACADEMIC PENALTY: June 2, 2017

COURSE OUTLINE AND TENTATIVE SCHEDULE:

The outline that appears in the following pages may be adjusted, ergo it is tentative. The only scheduled items that will NOT change are exam dates, so you may want to take a chisel and carve them in stone somewhere. If any changes are made to the remainder of the schedule, they will be announced in class and/or notify you by e-mail. The column under “Assignment” contains the material for discussion on the date indicated. You really need to be prepared for class discussion by reading the assignment prior to class meeting! Doing so will maximize your ability to contribute to class discussion, and helps your classmates as well.

Date	Topic	Assignment
May 11	Introductions, discussion of the importance of Marketing Research, review of statistics	Chapter 1
	Measurement and questionnaires	Chapter 8
May 16	Sampling techniques and sample size estimations	Chapters 9 & 10
May 18	Field work and data quality issues, review for exam 1	Chapter 11 <i>Homework 1 Due</i>
May 23	Exam 1	
May 25	Descriptive analysis inferences from data	Chapter 12
May 30	Differences tests	Chapter 13 <i>Homework 2 Due</i>
May 31	Association tests	Chapter 14 <i>Homework 3 Due</i>
June 1	Exam 2,	
June 6	Regression basics, research problem definitions	Chapters 15, 2, 3 <i>Homework 4 Due</i>
June 8	Research design and secondary data	Chapters 4, 5
June 13	Qualitative research techniques and data collection techniques	Chapters 6, 7 <i>Homework 5 Due</i>
June 15	Big data, web analytics, and neuromarketing	Dr. Case’s homegrown presentation
June 20	Final Exam	

Marketing research is a key to the evolution of successful marketing strategies and programmes. It is an important tool to study buyer behavior, changes in consumer lifestyles and consumption patterns, brand loyalty and forecast market changes. Research is also used to study competition and analyze the competitor product's positioning and how to gain competitive advantage. Recently, marketing research is being used to help create and enhance brand equity.