

Course Code & No. - Section: MKTG 440 - Section 1
Course Title (Credits): Marketing Research (3)
Term & Year: Spring / 2016
Course Ref. No. (CRN): 10463

Instructor: Kelly Campbell
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Office: 2nd Floor, TCES
Office Hours: Wed. 3:45 – 4:45 and by appointment

Class Meeting Time: Mon. & Wed. 5:30 – 6:45 pm
Location: TCES, Room 215 GCLASS

Pre-requisites: MKTG 201

Course Description

This course covers the fundamental principles of marketing research and their applications in real-life marketing situations. Upon successful completion of this course, a student will be able to:

1. Understand the nature and scope of marketing research and its role in designing and implementing successful marketing programs.
2. Understand the fundamental aspects of research design including exploratory, descriptive and causal research.
3. Learn how to collect and analyze data.

Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following:

1. Homework assignments
2. Journal article review
3. Closed-book examinations
4. Final project
5. Class attendance and participation

Instructional Strategies

This class will utilize small group and individual work in class using laptop computers, inquiry learning, case studies, and homework assignments. The course makes use of the *Moodle* course management system.

Required Texts and Materials

1. *Basic Marketing Research* Fourth Edition, Naresh K. Malhotra; Prentice Hall; (c) 2012; ISBN: 9780132544481
2. Laptop computer (one that meets the published SNC Laptop Requirements)
3. Microsoft Excel

Attendance

Students are expected to attend all classes and actively participate in small-group and class discussions. Attendance will count toward the final grade as detailed in the Grading Assessment on page 5.

Research Project

Any research project involving human or animal subjects must be submitted to the College Research Committee for approval.

Class Requirements

Students are encouraged to bring a laptop computer to each class meeting for note taking purposes. Cell phones must be turned off or set to silent mode. Texting and phone calls are not permitted during class.

Prim Library Resources

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

The Honor Code

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

Consequences of Violating the Student Honor Code

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

1st Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

2nd Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.

3rd Offense: Student is expelled.

Grading Policy

Final grades are based on the total points earned (out of a possible 850) from homework assignments, tests, a final project, and class attendance. A detailed breakdown is included on page 5 of the syllabus.

ADA Accommodations

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an

accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, hconover@sierranevada.edu, office in Prim Library: PL-304.

The SNC Email System

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

The Sierra Nevada College Mission Statement:

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

The Core Themes:

Liberal Arts	Professional Preparedness
Entrepreneurial	Thinking Sustainability

Class Schedule

Class	Topic & Assigned Reading*	Homework & Assigned Reading Due
1/18/2016	Martin Luther King Jr. Day - No Class	
1/20/2016	Introduction & Syllabus Review	
1/25/2016	The Marketing Research Process	Read Chapter 1
1/27/2016	Defining the Marketing Research Problem	Read Chapter 2
2/1/2016	Guest Speaker: Betts Markle	
2/3/2016	Research Design Overview	Read Chapter 3
2/8/2016	Exploratory Research Design - Secondary Data	Read Chapter 4 & Homework #1 due
2/10/2016	Exploratory Research Design - Syndicated Sources of Secondary Data	Read Chapter 5
2/15/2016	President's Day - No Class	
2/17/2016	Exploratory Research Design - Qualitative Research	Read Chapter 6
2/22/2016	Research design con't	Homework #2 due
2/24/2016	Test 1	
3/1/2016	Descriptive Research Design - Survey & Observation	Read Chapter 7
3/2/2016	Causal Research Design - Experimentation	Read Chapter 8
3/7/2016	Guest Speaker: Barb Tenney	Read Chapter 9 & 10
3/9/2016	Scales & Measurement	Homework #3 due
3/14/2016	Spring Break - No Class	
3/16/2016	Spring Break - No Class	

3/21/2016	Scales & Measurement con't	
3/23/2016	Roll out final research project	Journal article review due
3/28/2016	Questionnaire and Form Design	Read Chapter 11
3/30/2016	Group research project meetings	
4/4/2016	Sampling - Design and Procedures	Read Chapter 12
4/6/2016	Sampling - Final and Initial Sample Size	Read Chapter 13
4/11/2016	Sampling - Final and Initial Sample Size	Homework #4 due
4/13/2016	Test 2	
4/18/2016	Data Collection	Read Chapter 14
4/20/2016	Data Collection	Read Chapter 15
4/25/2016	Data Analysis	
4/27/2016	Data Analysis	
5/2/2016	TBD	
5/10/2016	Final Exam Period: 6:30 pm - 9:30 pm	Marketing Research Project presentations

*Please read that day's assigned reading prior to coming to class

Grading Scale & Assessment:

- Homework Assignments: (25 pts x 4 assignments = 100 pts) – 1 page typed and submitted electronically via email before midnight of the due date. Answer the assigned case study questions detailed below. **All homework assignments must be done individually, group work is not permitted.** Homework assignments must be emailed to me by midnight of the due date. **Late work is not accepted.** The homework assignments are:
 - Homework #1: Pg. 577 Baskin Robbins Case 2.2 **Answer Technical Questions #9, 10, 11 & 12**
 - Homework #2: Pg. 579 Kid Stuff Case 2.3 **Answer Technical Questions #13 & 14**
 - Homework #3: Pg. 586 McDonald's Case 3.2 **Answer Technical Questions #8, 9 & 10**
 - Homework #4: Pg. 581 Bank of America Case 3.1 **Answer Technical Questions # 12, 13 & 14**
- Journal article review: (50 pts) Use the library resources to choose a published research study from an academic journal on the topic of your choice. You will write a review of the article and briefly address (a) the selected research design, (b) ethical considerations, and (c) your overall critique of the research methodology and findings. The review should be at least 2 pages, but no more than 3 double-spaced typed pages. Some popular academic journals to choose from include but are not limited to:
 - Journal of Interactive Marketing
 - Journal of Interactive Advertising
 - International Journal of Mobile Marketing
 - Journal of Advertising Research
 - Journal of Marketing Management
 - Journal of Public Policy and Marketing
 - Journal of Consumer Marketing
- 2 Tests (150 pts ea. = 300)
- Marketing Research Project (250 pts) - criteria will be handed out & discussed separately
- Class attendance & participation: (150 pts) – **Students are expected to arrive to class on time. If you arrive after attendance is taken, you will not receive credit for that class.** Students are allowed (2) unexcused absences without penalty. Each subsequent unexcused absence will result in the loss of 15 points per occurrence.

Final Grade/Points:

A =	765 - 850
B =	680 - 764
C =	595 - 679
D =	510 - 594
F =	Below 510