

**Sierra Nevada College
Course Syllabus**

MGMT 440/MKTG 440: Business/Marketing Research Methods – 3 credits
Fall 2014: August 19-October 8
Monday/Wednesday, 1:00pm to 3:45pm – PL 214

Course Code & No. - Section:	MGMT 440/MKTG 440 – Section 1
Course Title (Credits):	Business/Marketing Research Methods
Term & Year:	Fall 2014
Course Ref. No. (CRN):	
Instructor:	Dr. Betts Markle
Phone(s):	831-1314, ext 7511
Email:	emarkle@sierranevada.edu
Office:	PRIM Library
Office Hours:	by appointment (make contact via telephone, email, or before/after class)
Class Meeting Time:	Monday/Wednesday – 1:00pm to 3:45pm
Location:	PL 214
Prerequisites	MATH 251, MKTG 301

Course Description: This course covers a broad range of research practices and techniques that are used today by organizations engaged in domestic and international business. The focus includes marketing research, technology research and development, economic research and forecasting, data analysis and research involving specific industries and markets, as well as sophisticated use of internet research tools. Coursework will include a variety of assignments selected to reinforce key course concepts. In-class work will include group exercises, guest speakers, videos, mini-lectures, and interactive discussion.

Mission of Sierra Nevada College:

Our graduates will be scholars of and contributors to a sustainable world. SNC combines the liberal arts and professional preparedness through an interdisciplinary curriculum which emphasizes entrepreneurial thinking and environmental, social, economic, and educational sustainability.

Core Themes:

Liberal Arts, Professional Preparedness, Entrepreneurial Thinking, Sustainability

Required Texts/Course Materials:

Patten, M.L. (2012). *Understanding research methods: an overview of the essentials*. Glendale, CA. Pyczak Publishing.

The purpose of this course is to provide an overview of social science research methodology as well as a deeper understanding of available business and internet research tools. This overview includes understanding the preliminary considerations of formal social science research. These include knowing the definition and methodologies of different approaches, reviewing the literature, understanding the use of theory, and anticipating ethical issues. We will discuss and

practice the process of business and internet research as it relates to opportunities in business and further education.

In this course, these learning outcomes will be achieved:

1. Conduct online and classic library research utilizing tools and techniques as applied to selected topics such as researching a company, an industry, a market, and business issues related to the topics.
2. Develop an understanding of the basic characteristics of qualitative, quantitative, and mixed methods research and the differences among these approaches.
3. Define the major strategies of inquiry used in qualitative, quantitative, and mixed methods research.
4. Learn how to search the research literature on a topic of interest.
5. Demonstrate correct and accurate use of APA citation style.
6. Understand the ethical issues related to using information appropriately.
7. Be able to identify and evaluate research studies using defined criteria.
8. Demonstrate the ability to synthesize information from different sources into a cohesive and comprehensive presentation and report.

The course is divided into three parts. The first part covers the basics of social science research, the second covers in-depth use of internet tools, with the third part covering an exploration of business/marketing research and analysis tools with an extensive team project.

Course Requirements:

Assignments	Points
Participation (Attendance, discussions, etc.)	100
Homework assignments/quizzes (approximately 4)	300
Article Critiques (2)	300
Major Project	300

- **Class Participation:**

You are expected to attend and actively participate in the class discussions and activities. Participation also includes reading the assigned texts in advance of each class, reviewing related materials, and sharing your ideas during class discussions and/or activities. You may be asked to bring materials to class, react to other students' work, or turn in your own work for comments as part of the participation grade.

- **Critique two articles:**

This assignment involves identifying research studies published as journal articles on topics of your choice. You will write a review of these articles that briefly address (a) the selected research design, (b) ethical considerations, and (c) your overall critique. The reviews should be at least 2 pages, but no more than 3 double-spaced typed pages. You should submit a paper copy of the article with the review.

- **Major business research project:**

This project will have several parts with team/group participation.

Teaching and Learning Approach:

This course uses a mix of weekly activities to benefit the range of student learning styles

expected in the course. Students are responsible to attend the course sessions to become part of the learning community that has as a value, increasing the level of competence of the community members. In the event of an absence, students are responsible for obtaining handouts, notes and assignments from others in their study teams or from other class members. If you miss a handout (or the return of a graded paper or assignment), it is your responsibility to make an appointment with the faculty to obtain the handouts or the graded assignment during office hours or by appointment. Assignments include summaries of key readings, experiential learning exercises, case studies and guest speaker summary opportunities. You will be expected to take part in collaborative peer learning activities, weekly quizzes and a final presentation.

Instructional Strategies

The desired student outcomes of this course are heavily oriented toward understanding, implications, and application. Consequently, classroom discussion and activities will emphasize these three outcomes. Since it is assumed that students in the course can read the material presented and explained in the required text, in-class lectures will be kept to a minimum and will primarily serve to clarify or amplify material explained in the text. Therefore, it is essential and expected that all students will have completed any required reading or assigned work prior to the class session(s) to which it pertains. Not all material appearing in the textbook(s) may be covered in class or in assignments but all such material is eligible for inclusion in the mid-term or final exams. Individual and group assignments, case discussions and other in-class activities will provide students with an opportunity to enhance their understanding of concepts and their implications and to learn how to apply these concepts to real-life situations. Students requiring additional help with course material are encouraged to contact the instructor.

90 - 100 % = A

80 - 89.9% = B

70 - 79.9% = C

60 - 69.9% = D

0 to 59.9% = F

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.

Late Assignments: Late assignments are only accepted if students make prior arrangements with the professor, or in the case of a valid emergency (a great powder day does not qualify as an emergency). In either case, late penalties will be deducted from the score received. At the professor's discretion, substitutions or extra credit may be assigned to allow motivated students an opportunity to enhance their point standing. Extra credit will not, however, be authorized for loss of points due to irresponsibility on the part of a student.

Class Absences: Class attendance is recorded for each class. Because the course may include guest speakers, team projects, and exchanges of materials with others, punctual attendance is expected of all students at lectures, assigned presentations, and off-site presentations. It is your responsibility to make the most of your educational opportunities. I expect you to attend class and to let me know when you have a reason not to attend. You will be responsible for missed material.

Use of Teams and Collaborative Participation: Collaborative participation such as team assignments is expected on assignments as specified by the professor. Study team activities can occur both within the class and outside the classroom in collaborative learning groups. For team presentations, the names of all team members should be introduced on the opening visual aid. Just like real work teams, conflicts may develop within a study team during the term. I expect you to work diligently to communicate openly to each other, and to resolve your problems independently (i.e., without my involvement). However, if a group decides that one of its members is not pulling his/her weight, they may, after consulting me, recommend, “firing” that member. A “fired team member will have to complete the assignments individually. I will make the final determination about any “firing.” If a student is “dropped” the responsibility for completing the assignment falls on the displaced student. (No late projects from “dropped team members” without prior faculty approval).

Academic Dishonesty: This course follows the policies, procedures and practices as outlined in the Student Handbook as expressed in the Sierra Nevada College Academic Honesty/Plagiarism Policy. Please be advised that the Professor has access to a variety of web-based tools for detecting plagiarism, and will use them.

Incomplete and In-progress Grades: This course complies with the Sierra Nevada College policies for “Incomplete” grades as cited in the Student and faculty handbooks.

Requirements for Written Assignments: All assignments MUST be word-processed.

Email Policy: Students can communicate with faculty via face-to-face conversations, via telephone and by email. All email must have a subject heading clearly indicating the course and the assignment. Students must clearly and professionally indicate in the title/header of the email the topic of the email message. This can be done easily with the following practice RE: MGMT 440 Assignment. Students should expect a maximum turn-around of 24 hours from the time the email is submitted. Plan accordingly!

Special Accommodations: In accordance with the American 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 Student Services Coordinator, Henry Conover, or go to the OASIS offices on the 3rd floor of Prim Library within the first week of the semester.