

**Texas A&M University – Central Texas**  
**MKTG5388 – Research in Marketing (Independent Study)**  
**Spring 2019**

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**Instructor:** Dr. Monica (Shuqin) Wei, Assistant Professor of Marketing

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**Office Hours:** Tuesday & Thursday 11:00–12:45PM and 2:30–4:30PM; Wednesday 5:00–6:00PM; or by appointment

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**COURSE DESCRIPTION:**

This is a research-based independent study, in which an MBA-Marketing student works one-on-one with the faculty member on a topic of mutual interest. This independent study involves intensive reading in a specialized area, writing a synthesis of literature on a specified topic, and conducting a study to investigate research questions formulated based on the literature review.

Specifically, the student will investigate the potential dark side of customer co-creation in the form of burden and stress incurred by vulnerable consumers who are unready to co-create products and services as required by the firms. The student will conduct literature review and qualitative research (e.g., interviews) to shed light on this topic, which fits into the bigger, transformative service research (TSR) paradigm.

**COURSE OBJECTIVES:**

Upon successful completion, the student will be able to:

From a substantive perspective:

- Define important concepts related to customer co-creation and the TSR paradigm.
- Discuss the prominent, extant research in the area of customer co-creation.
- Identify research gaps in the area of customer co-creation intersecting with TSR.
- Discuss the original finding that derives from this research and how that contributes to the extant research in the area.

From a methodological perspective:

- Conduct literature search and synthesize existing information.
- Formulate research questions.

- Conduct qualitative research (e.g., interviews).
- Analyze qualitative data and write up findings.

**COURSE PREREQUISITES:**

A basic class in Marketing at the graduate level (achieved a grade of C or above).

**REQUIRED TEXTBOOK:**

None.

**CLASS FORMAT:**

Canvas utilization is not a requirement of this independent study. The student will meet (virtually or physically) with the faculty member regularly to provide research progress updates. Written assignments will be submitted via email or in person, as appropriate.

**STUDENT/INSTRUCTOR INTERACTION:**

Emailing is the best way to reach me. I am usually very quick in replying emails (same-day reply). Feel free to stop by my office during my office hours to ask questions related to the independent study or update me of your progress. If you cannot make it to my office hours, you may email me to make an appointment.

**COURSE REQUIREMENTS AND GRADING:**

Grades will be determined based on the following criteria:

<b>Grading</b>		
<b>Requirements</b>	<b>% of Grade</b>	<b>Points</b>
Synthesis of literature & development of research questions	30%	300
Qualitative studies to investigate research questions	40%	400
Analysis of qualitative data & write-up of research findings	30%	300
<b>Total</b>	<b>100%</b>	<b>1000</b>

Course grades will be assigned according to the following schedule:

- 90 % or higher (900-1000 points) = A
- 80% - 89.9% (800-899 points) = B
- 70% - 79.9% (700-799 points) = C
- 60% - 69.9% (600-699 points) = D
- Below 60% (0-599 points) = F

***Synthesis of Literature & Development of Research Questions:***

First, the student must thoroughly review scholarly research that exists in the areas of customer co-creation, vulnerable consumers, and underrepresented consumers. The student will summarize and synthesize the literature to identify research gaps and develop research questions.

***Qualitative Research:***

The student will conduct qualitative studies to investigate the research questions. This includes conducting interviews with the appropriate sample. The student will also learn and apply for IRB approval of the data collection.

***Analysis & Findings:***

Analyze the interviews and write up the findings by following a marketing peer-reviewed journal article’s structure and format. The long-term goal (which may not be realized during the 2019 Spring term) is to present the findings in a national marketing conference and/or publish the full paper in a marketing peer-reviewed journal.

<b>Tasks</b>	<b>Dates</b>
Synthesis of literature & development of research questions	January 14 – February 3 (Outline 1 <sup>st</sup> half paper due February 3)
Qualitative studies to investigate research questions	February 4 – March 31 (Outline 2 <sup>nd</sup> half paper due March 15)
Analysis of qualitative data & write-up of research findings	April 1 – May 8 (1 <sup>st</sup> draft of full paper due April 15; 2 <sup>nd</sup> draft of full paper due May 8)

(NOTE: Directions and instructions for each step/component will be provided later in the term. Also, there will be regular communications and informal checkpoints – either virtually or physically – to provide feedback and make sure the student is progressing toward the right direction.)

**OTHER IMPORTANT INFORMATION:**

**911 Cellular: Emergency Warning System for Texas A&M University-Central Texas**

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911Cellular through their myCT email account.

In an effort to enhance personal safety on the Texas A&M University – Central Texas (TAMUCT) campus, the TAMUCT Police Department has introduced Warrior Shield by

911 Cellular. [Warrior Shield](https://www.tamuct.edu/police/911cellular.html) [https://www.tamuct.edu/police/911cellular.html] can be downloaded and installed on your mobile device from Google Play or Apple Store.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

## **Drop Policy**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop\_Request\_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

## **Academic Integrity**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel), [https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion at (254) 519-5797. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) web page [https://www.tamuct.edu/student-affairs/access-inclusion.html].

### **Important Information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) web page [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

### **Tutoring**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at [deeadra.albertgreen@tamuct.edu](mailto:deeadra.albertgreen@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive FREE online tutoring and writing support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

## **University Writing Center**

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WCOOnline](#). In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

## **University Library**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 85,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].