

College of Business Administration

Texas A&M University Central Texas
 Course Syllabus (Spring 2021)
 MKTG 3320-110, 10990, Marketing Research

COURSE DATES, MODALITY, AND LOCATION

Date: Jan 18 – May 14

Modality: This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com/login/ldap>]. Students will access all course materials, assignments, exams, student-instructor/student-student communication, and resource links via the Canvas website.

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Utsav Shenava

Office: Founder's Hall 217-G

Email: ushenava@tamuct.edu (preferred) or Canvas Inbox

Office Hours: Online by appointment. Email me to set up a virtual appointment. The meeting will be held on WebEx. You will need to schedule the meeting at least 24 hours before the requested date.

Student-Instructor Interaction: I check my emails daily and you can expect me to reply to your emails within 24-48 hours unless there is some emergency. Please do not wait till the last minute to email me regarding tests or assignments in the course.

Email Etiquette: When communicating via email, make certain to adhere to the following email etiquette standards: (1) begin your message with a greeting (2) formally address the person you are emailing (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person's last name), (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information.

WARRIOR SHIELD

Emergency Warning System for Texas A&M University-Central Texas

Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [<https://portal.publicsafetycloud.net/Account/Login>] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

COVID-19 SAFETY MEASURES

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

- Self-monitoring—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.
- Face Coverings— Face coverings must be worn inside of buildings and within 50 feet of building entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case by case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.
 - o If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day’s class remotely for all students.
- Physical Distancing—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.
- Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

COURSE INFORMATION

Course Overview and description

Marketing managers need data or information to make a wide range of decisions from product development to sales management to retailing management to advertising and promotion. This course gives you the knowledge and skills needed to conduct and apply research for marketing decision making. You will learn how to identify and define researchable problems, collect relevant primary data (qualitative and quantitative), analyze and interpret the data, and communicate your findings.

Course Objectives

This course provides theoretical knowledge of marketing research concepts and techniques which is important in making marketing decisions. The course also emphasizes practical learning. Students will have a “hands on” knowledge in conducting survey research and analyzing data using SPSS. It is students’ responsibility to actively attempt to learn through doing rather than passively being “taught.”

Specifically, you will have the opportunity to learn to:

1. Identify the different sources from which the marketing information needed for solving problem may be obtained. (assessed by tests and discussion assignments)
2. Propose and design a questionnaire for acquiring that information. (assessed by tests, and Qualtrics assignment)
3. Execute correct methods of data collection. (assessed by tests and discussion assignments)
4. Conduct appropriate statistical analyses on the questionnaire data. (assessed by tests, and SPSS assignments)

5. Explain the basic processes for conducting marketing research that generates information useful when making marketing decisions. (assessed by tests and discussion assignments)
6. Differentiate between quantitative and qualitative analysis, which is the basics of marketing research (assessed by tests, Qualtrics assignment and SPSS assignments)

Required Textbook and other Resources

Marketing Research, 8th Edition
 Burns, Veeck, and Bush (2016)
 ISBN: 9780134167404
 Pearson

COURSE REQUIREMENTS

Student Introduction Video (25 pts):

Students will be asked to create an introduction video. The student video should be no longer than 1 minute and should include the following information: (1) student name, (2) declared major, (3) anticipated graduation semester, (4) current occupation, and (5) something interesting about themselves. This video will allow the professor to become acquainted with each student's background.

Exams (3 @100 pts):

There will be three non-cumulative exams during the semester. Each test is worth 100 points, so 300 points in total. The exams will evaluate your understanding of the concepts discussed in the textbook.

If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements.** Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed, and you will receive a grade of “0” for the exam.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official University activity (e.g. athletics, debate, AMA conference, etc); (2) confined under doctor's orders; (3) granted leave of absence from university for reasonable cause by an academic dean. All approved absences require proper documentation, including absences for medical reasons.

SPSS and Qualtrics Assignments (200 pts):

There will be assignments related to SPSS (150 points for SPSS assignments) and Qualtrics (50 points for Qualtrics assignment) that are required to be completed individually. These assignments allow you to practice how to use SPSS and Qualtrics. Detailed instructions and materials for each assignment will be provided separately at a later date on Canvas.

Although these are individual assignments, you are free to discuss them with your classmates. However, this does not mean that you can copy your classmate's assignments and avoid doing your own work. Your answers to the questions must look (i.e., stated) different from your classmate's answers. All similar sets of homework will receive grades of zero (0) points for that entire assignment.

All SPSS-related assignments should be typed, accurate, and clear. All charts, graphs and figures should be properly placed and labeled.

Discussion Assignments (3 @ 25 pts):

There will be a total of 3 discussion assignments. Instructions for the discussion assignments will be given in Canvas a week before due date. For each discussion, student will be required to answer the discussion post questions and respond to three peer posts. Each discussion post (including peer posts) is worth 25 grading points.

Grading Points and Policies:

<u>Total Point Schedule</u>	<u>POINTS</u>
1. Online exams	300
2. SPSS Assignments	150
3. Qualtrics Assignment	50
4. Discussion Assignments	75
5. Student Introduction Video	25
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Total points	600

Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

Posting of Grades: All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. Grades on exams will be available once the availability period for the exam has passed. Other assignment grades will be available within 2 weeks after the submission deadline.

Late Submissions: Late submission will not be allowed in this course unless you have a valid reason such as a medical emergency. You must communicate this information to the faculty at the soonest available time **PRIOR to or on the day of** the deadline. A request for deadline extension must be accompanied with a proof such as a doctor or hospital note in the case of medical emergency.

TECHNOLOGY REQUIREMENTS AND SUPPORT**Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report a Problem,” or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

Other Technology Support

For log-in problems, students should contact Help Desk Central

24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty 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. Once you submit the completed 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, working with others in an unauthorized manner, 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 referred 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://www.tamuct.edu/student-affairs/student-conduct.html>].

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].

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, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

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 [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [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](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, 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, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing studentsuccess@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 online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Writing Center

The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Spring 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering 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. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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-to-one session with a trained and experienced writing tutor by making an appointment via [WCOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at 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].

For Spring 2021, all reference service will be conducted virtually. Please go to our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index] to access our virtual reference help and our current hours.

OPTIONAL POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

Behavioral Intervention

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

Copyright Notice

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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TENTATIVE COURSE OUTLINE AND CALENDAR

Course Calendar

Week/Unit/Dates	Topics/Readings	Assignments
1. Jan 18-Jan 24	MODULE 1: Course/Syllabus Overview	✓ Purchase Marketing Research textbook
2. Jan 25-Jan 31	MODULE 2: Introduction to Marketing Research (Chapter 1)	✓ Student Introduction Video
3. Feb 1-Feb 7	MODULE 3: Marketing Research Process (Chapter 3)	✓
4. Feb 8-Feb 14	MODULE 4: Research Design (Chapter 4)	✓ Discussion Assignment 1
5. Feb 15-Feb 21	MODULE 5: Secondary Data (Chapter 5)	✓
6. Feb 22-Feb 28	MODULE 6: Qualitative Research Techniques (Chapter 6)	✓ Discussion Assignment 2
7. Mar 1-Mar 7	MODULE 7: Survey Research (Chapter 7)	✓ Discussion Assignment 3 ✓ Qualtrics Account Setup
8. Mar 8-Mar 14	MODULE 8: Measurement & Questionnaire Design (Chapter 8) Exam 1	✓ Exam 1 (Online) ✓ Learn to use Qualtrics for Survey Research

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Week/Unit/Dates	Topics/Readings	Assignments
9. Mar 15-Mar 21	SPRING BREAK	✓
10. Mar 22-Mar 28	MODULE 9: Measurement & Questionnaire Design (continued)	✓
11. Mar 29-April 4	MODULE 10: Sampling (Chapter 9)	✓ Qualtrics Assignment
12. April 5-April 11	MODULE 11: Descriptive Statistics & SPSS Basics (Chapter 12) Exam 2	✓ Exam 2 (Online)
13. April 12-April 18	MODULE 12: Descriptive Statistics & SPSS Basics (continued)	✓ SPSS Assignment #1
14. April 19-April 25	MODULE 13: Differences Tests (Chapter 13)	✓ SPSS Assignment #2
15. April 26-May 2	MODULE 14: Differences Tests (continued)	✓
16. May 3-May 9	MODULE 15: Association Tests (Chapter 14)	✓ SPSS Assignment #3
17. May 10-May 14	MODULE 16: Exam 3	✓ Exam 3 (Online)

The professor reserves the right to make any changes to this schedule should circumstances change

Important University Dates

Date	Description
January 19, 2021	Classes Begin for Spring Semester
January 21, 2021	Deadline for Add, Drop, and Late Registration for 16-and First 8-Week Classes
January 26, 2021	Deadline to Drop First 8-Week Classes with No Record
February 3, 2021	Deadline to Drop 16-Week Classes with No Record
February 26, 2021	Deadline to Drop First 8-Week Classes with a Quit (Q) or Withdraw (W)
March 1, 2021	Deadline for Teacher Education Program Applications
March 12, 2021	Classes end for 1st 8-Weeks Session
March 15, 2021	Deadline for Clinical Teaching/Practicum Applications
March 16, 2021	Deadline for Faculty Submission of First 8-Week Final Class Grades (due by 3pm)
March 15-19, 2021	Spring Break (No Classes - Administrative Offices Open)
March 22, 2021	Class Schedule Published for Summer Semester
March 22, 2021	Add, Drop, and Late Registration Begins for Second 8-Week Classes \$25 Fee assessed for late registrants
March 22, 2021	Classes Begin for Second 8-Week Session
March 24, 2021	Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
March 26, 2021	Deadline for Spring Graduation Application for Ceremony Participation
March 29, 2021	Deadline to Drop Second 8-Week Classes with No Record
April 1, 2021	Deadline for GRE/GMAT Scores to Graduate School Office
April 5, 2021	Registration Opens for Summer Semester
April 16, 2021	Deadline for Final Committee-Edited Theses with Committee Approval Signatures for Spring Semester to Graduate School Office
April 30, 2021	Deadline to drop Second 8-week Classes with a Quit (Q) or Withdraw (W).
May 14, 2021	Deadline to Withdraw from the University for 16- and Second 8-Week Classes
May 14, 2021	Spring Semester Ends
May 14, 2021	Deadline for Applications for Tuition Rebate for Spring Graduation (5pm)
May 14, 2021	Deadline for Spring Degree Conferral Applications to the Registrar's Office. \$20 Late Application Fee.
May 15, 2021	Spring Commencement Ceremony Bell County Expo 7 pm