

## **MKT 3320-110, 10238: MARKETING RESEARCH**

SPRING 2023

Texas A&M University-Central Texas

### **COURSE DATES, MODALITY, AND LOCATION**

JAN 17, 2023 – MAY 12, 2023

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. Jaisang “Jay” Kim, Assistant Professor of Marketing

Email: [jskim@tamuct.edu](mailto:jskim@tamuct.edu)

Office hours: Online by appointment. please email me to schedule an individual Zoom meeting to chat.

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.

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

**SAFEZONE.** SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [[www.safezoneapp.com](http://www.safezoneapp.com)].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
  - o [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
  - o [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp) [https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service

## **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.”

### **Student Learning Outcomes**

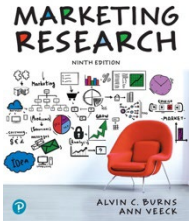
Specifically, you will have the opportunity to learn to:

1. Identify the different sources from which the marketing information needed for solving problem maybe obtained. (assessed by tests and discussion assignments)
2. Propose and design a questionnaire for acquiring that information. (assessed by 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

Marketing Research, 9th Edition (Pearson)

Alvin C. Burns, Ann Veeck



## EVALUATION AND GRADING POLICY

Your grade will be based upon the following criteria, described in more detail below:

Weekly Quiz	30%
Final Exam	30%
Qualtrics and SPSS Assignments	40%

Letter grades will be assigned as follows:

**\*The instructor reserves the right to curve the grading scale in favor of the students.**

90% - 100% = A
80% - 89.9% = B
70% - 79.9% = C
60% - 69.9% = D
<60% = F

**Weekly Quiz: 30%**

Student will be required to answer quizzes posted each week.

**Final Exam: 30%**

The class will have one final exam covering different sessions of the class. No early exams will be given.

The exam will have a range of question types: multiple choice, short answer, and longer answer. You should complete the exam independently and are not allowed to seek help from or discuss the exam questions with others.

**Qualtrics and SPSS assignments: 40%**

**SOFTWARE:**

• **Qualtrics** (online web-based survey software, free to use):  
Instructions on how to set up your  
Qualtrics accounts will be provided at a later date on Canvas.

• **SPSS** (statistical software):  
Our university has a site license for the latest version of SPSS (Statistical Package for The Social Sciences). To the best of my knowledge, all student computers in classrooms and in general-use labs have SPSS installed. If you are unable to visit Tamuct offline, you can also purchase installation for use at home at a discounted price (student version of SPSS :\$30~\$50).

There will be assignments related to SPSS (20 % for SPSS assignments) and Qualtrics (20 % 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.

**Academic Honesty**

All work submitted in this class must be your own. Cheating, plagiarizing, gaining unfair advantages over others, will NOT be tolerated



**COURSE SCHEDULE**  
(Amount of time spent on each topic may vary.)

<b>Week</b>	<b>Start Date</b>	<b>Activity</b>	<b>Note</b>
<b>1</b>	17-JAN	Chapter 1- Intro to Marketing Research	No quiz in the first week.
<b>2</b>	23-JAN	Chapter 2- Marketing Research Industry	Quiz 1
<b>3</b>	30-JAN	Chapter 3	Quiz 2
<b>4</b>	6-FEB	Chapter 4- Research Design	Quiz 3
<b>5</b>	13-FEB	Chapter 5-Secondary Data and Packaged Information	Quiz 4
<b>6</b>	20-FEB	Chapter 6- Qualitative Research Techniques	Quiz 5
<b>7</b>	27-FEB	Chapter 7- Survey Research	Quiz 6  *Qualtrics Account Setup  Learn to use Qualtrics for survey research 1
<b>8</b>	6-MAR	Chapter 8- Measurement & Questionnaire Design	Quiz 7  Learn to use Qualtrics for survey research 2

<b>9</b>	13-MAR	SPRING BREAK	
<b>10</b>	20-MAR	Chapter 9- Sampling	Quiz 8
<b>11</b>	27-MAR	Chapter 10- Determining the size of a sample	Quiz 9 <b><u>Submit Qualtrics assignment: Due by 4 APR</u></b>
<b>12</b>	3-APR	Chapter 12- Descriptive Statistics & SPSS Basics	Learn to use SPSS.
<b>13</b>	10-APR	Chapter 13- Difference Tests	Learn to use SPSS.
<b>14</b>	17-APR	Chapter 14-Association tests	Learn to use SPSS.
<b>15</b>	24-APR	Chapter 15-Understanding regression analysis basics	Learn to use SPSS.
<b>16</b>	1-MAY	<b>Work session</b>	Prepare for the final exam & keep working on your SPSS assignment
<b>17</b>	Final Week	<b>Final Exam (open throughout the week)</b>	<b><u>Submit SPSS assignment by 12 MAY</u></b>

### 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](mailto: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.*

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## **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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. 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](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 Warrior Center for Student Success, Equity 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](#) 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/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) 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, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing [WarriorCenter@tamuct.edu](mailto:WarriorCenter@tamuct.edu).

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](#) [https://tutormatchingservice.com/TAMUCT] or visit the Tutoring Center in 111 Warrior Hall. Chat live with a remote 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**

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University—Central Texas (A&M—Central Texas) is a free service open to all A&M—Central Texas students. For the Spring 2022 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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-to-one session with a trained and experienced writing tutor by making an appointment via [WCOonline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. 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, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via [WCOonline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. 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, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

### **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 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](https://tamuct.libcal.com/appointments/?g=6956) [https://tamuct.libcal.com/appointments/?g=6956]. 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].

## **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 Wellness and 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/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.