



MKG470: MARKET RESEARCH

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course provides students with the knowledge and skills necessary to understand market research and apply best practices to marketing decision-making from both a consumer and a creator perspective. Topics such as research methodology, the difference between domestic and international research, and the value of both quantitative and qualitative data are presented. Students will also learn how statistical evidence can be utilized for organizational objectives.

Course Overview:

This market research course represents an opportunity for students to familiarize themselves with the key topics of the discipline, from the formulation of the research problem to assessing the information needs, data types, and data collection methods. The information presented in this course is the foundation for any quality market research study.

Course Learning Outcomes:

1. Explain how marketing research fits into managerial decision-making and define each stage of the marketing research process.
2. Describe the differences between domestic and international research and explain why international marketing research is more complicated.
3. Identify the purpose, objectives, value, and challenges of marketing research.
4. Provide specific examples of acceptable uses of qualitative research and survey strengths and weaknesses, and recommend appropriate methods depending on the situation.
5. Create a questionnaire that effectively gathers desired information, suggest specific data analysis procedures, interpret results, and make appropriate marketing program development recommendations.
6. Define a target population from a larger population and recommend a sampling procedure for a marketing research study.
7. Use hypothesis testing and tests of statistical significance to interpret data from quantitative research.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Inclusive Access

This term your course is included in CSU-Global's Inclusive Access program, which provides day one digital access to one or more of your required course materials at a reduced cost. Click the "Course eBook" link located at the top of each module to access your materials. You will have access to these materials at no charge until the add/drop date, at which point your student account will be charged. If you decide you do not want to participate, you can Opt-Out of the Inclusive Access program by navigating to your course book and clicking "OPT-OUT" before the add/drop deadline. If you opt-out by the add/drop deadline, your student account will not be charged.

Required:

Malhotra, N. (2012). *Basic marketing research: Integration of social media* (4th ed.). Upper Saddle River, NJ: Pearson Education, Inc. ISBN-13: 9780132544481

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapters 1, 2, & 19 (chapter “Overview” through “Oral Presentation and Dissemination” section) in *Basic Marketing Research*
- Crockett, M. (2012, December). *Beware neuro-bunk* [Video file]. Retrieved from http://www.ted.com/talks/molly_crockett_beware_neuro_bunk
- Malhotra, N. (2012). *Burke: Learning and growing through marketing research*. Retrieved from http://wps.prenhall.com/wps/media/objects/13294/13613492/Video_exercises/M01_MALH4481_04_SE_WC01.pdf
- Yoon, E., Carlotti, S., & Moore, D. (2014). Make your best customers even better. *Harvard Business Review*, 92(3), 23-25.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Readings

- Chapters 3, 4, 6, & 7 in *Basic Marketing Research*
- Harrison, R. L., & Reilly, T. M. (2011). Mixed methods designs in marketing research. *Qualitative Market Research*, 14(1), 7-26.
- Lam, H. Y., G. T. S. Ho, Wu, C. H., & Choy, K. L. (2014). Customer relationship mining system for effective strategies formulation. *Industrial Management & Data Systems*, 114(5), 711-733.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking Assignment (85 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: International Expansion

NOTE: In Weeks 3 and 4, the Critical Thinking Assignments rely on the same scenario as this week's assignment. You may therefore wish to do Option #1 for all three weeks to see how the project might develop, but you are not obliged to do so as each assignment is designed to work independently of the others.

Top-management members at your favorite restaurant have decided to expand the business to Mexico by franchising. Knowing that you are a marketing expert, they have asked you to help them with the necessary market research before starting to implement this move.

Create a PowerPoint presentation for the management team in which you include the following market research needs related to their expansion plans:

- Necessary information (including primary and secondary data)
- Sources of information that can be used
- Possible quantitative and qualitative sources

- Information that will need to be collected

Remember that you are looking for information about a foreign country.

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

Option #2: Management Decisions

Select a company that interests you (which may be the company where you aspire to work) and search for information on this firm in our excellent library resources and on the Internet. After acquiring information about this company, its products and services, customers, and competitors, write down five different types of decisions that you believe this company's leadership has made within the last two years (for example, open new stores, start offering coupons, etc.).

For each decision, list:

- Information the company's executives would have needed in order to make these decisions
- How this information could have been collected
- From which sources this information could have been collected

Your assignment should be a paper 2-3 pages long, not including the required title and reference pages. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

Mastery Exercise (10 points)

Portfolio Milestone (20 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Submit Company or Organization Name and Description

This week you will identify a company or organization that you will use for your Portfolio Project, and you will submit the name and a brief description to your instructor. This should be a company or organization that produces goods or services with which you are familiar (it might be a place where you work or volunteer, for example).

Please see the Portfolio Project description and Rubric in the Module 8 folder for more details. Incorporate instructor feedback on this description as you move forward.

Option #2: Submit Company Name and Description

This week you will identify a company or organization that you will use for your Portfolio Project. Identify the name and describe the company and the goods and services it (will) provide(s).

Please see the Portfolio Project description and Rubric in the Module 8 folder for more details. Incorporate instructor feedback on this description as you move forward.

Module 3

Readings

- Chapters 12, 13, & 14 in *Basic Marketing Research*

- Fields, R. (2013). The statistical sampling morass—Getting it right from the start. *Journal of State Taxation*, 31(6), 13-45.
- Wallace, E., Buil, I., De Chernatony, L., & Hogan, M. (2014). Who "likes" you ... and why? A typology of Facebook fans. *Journal of Advertising Research*, 54(1), 92-109. Retrieved from https://aran.library.nuigalway.ie/bitstream/handle/10379/4159/JAR_Paper803R2_Jan_2014.pdf?sequence=1

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking Assignment (85 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: International Expansion

Last week, we discussed in the Critical Thinking Assignment how top-management members at your favorite restaurant have decided to expand the business to Mexico by franchising. Knowing that you are a marketing expert, they have asked you to help them with the necessary market research before starting to implement this move.

This week, please create a PowerPoint presentation for the management team in which you include more recommendations regarding primary data needs and the sample they should be using:

- Primary data necessary, especially consumer data
- Methods to collect data from consumers (qualitative and quantitative)
- Sampling technique for each method
- Sample size for each method—determine the sample size needed and explain your reasoning

Remember that you are collecting information from a foreign country.

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your “voice over” in the notes section of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

Option #2: Market Research for Manufacturer

SpotOn, the manufacturers of a special paint that prevents floors from becoming slippery when wet, is interested in doing a market research study to find out if businesses, such as hotels or schools, are interested in using their products and if consumers from major retail chains, such as Home Depot, would be interested in buying the product.

In a 2-3-page report, not including the required title and reference pages, please provide SpotOn recommendations regarding:

- The necessary data to be collected
- Data collection methods to be used (quantitative and qualitative)
- Sampling methods
- Samples and sample sizes—determine the correct sample size

Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

Portfolio Milestone (20 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Submit Management-Decision Problem or Business Issue

Name and describe the management-decision problem or issue that needs to be addressed by the company you identified in Week 2. This will be the issue that you will be working on for your Portfolio Project.

Look for valuable instructor feedback on your work. See the Portfolio Project Rubric in the Module 8 folder for more details.

Option #2: Submit Management-Decision Problem or Business Issue

Identify the information needs that your (future) company has regarding what consumers think and expect about this type of business.

Look for valuable instructor feedback on your work. See the Portfolio Project Rubric in the Module 8 folder for more details.

Module 4

Readings

- Chapters 7, 8, 9, & 11 in *Basic Marketing Research*
- De Bruijne, M., & Wijnant, A. (2014). Improving response rates and questionnaire design for mobile web surveys. *Public Opinion Quarterly*, 78(4), 951-962.
- Pasek, J., Jang, S. M., Cobb III, C. L., Dennis, J. M., & Disogra, C. (2014). Can marketing data aid survey research? *Public Opinion Quarterly*, 78(4), 889-916. doi:10.1093/poq/nfu043

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking Assignment (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: International Expansion

Last week, we discussed in the Critical Thinking Assignment how top-management members at your favorite restaurant have decided to expand the business to Mexico by franchising. Knowing that you are a marketing expert, they have asked you to help them with the necessary market research before starting to implement this move by getting a grasp of the current customers' opinions.

This week, please create a PowerPoint presentation for the management team in which you include:

- One survey for consumers to assess what they like most about the restaurant.
- The survey should include 5 quantitative questions, 2 qualitative questions, and 3 demographic questions.

- For the 5 quantitative questions, explain the rating scale (Likert, semantic differential, Stapel) you selected and why.
- Set up the survey online on a webpage like SurveyMonkey or on Facebook <https://www.facebook.com/OpinionPolls?fref=ts> and provide an image of how it looks in the presentation to convince the management team to finance it.
- Discuss the potential issues that might be encountered when distributing the survey, such as ethical considerations, nonresponse, etc.

Remember that you are collecting information from a foreign country, with all the complications this might entail. Also remember the ethical implications data collection might have.

Your assignment should be 6-8 slides long, not including the required title and reference slides. Include your “voice over” in the notes section of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

Option #2: Primary Scales

A nation-wide, upscale grocery store is considering releasing a new line of quinoa-based organic foods under the store’s private label. They would like to do some marketing research before doing so, however, in order to determine how well current and potential customers might accept these products.

In this assignment, you are asked to illustrate the use of **primary scales** for measuring consumer preferences for quinoa-based, organic food products.

- Develop Likert, semantic differential, and Stapel scales for measuring consumer preferences for quinoa-based, organic food products.
- List five descriptive factors about the consumer that you would want to study.
- For each of the scales and descriptive factors you identify, discuss why you chose them and how the grocery store would use this information.
- Discuss the potential ethical implications that primary data collections might entail.

Your assignment should be in a paper 3-4 pages long, not including the required title and reference pages. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference page.

Module 5

Readings

- Chapters 16, 17, & 18 in *Basic Marketing Research*
- Petrescu, M. (2011). Online price dispersion—More than imperfect information. *Journal of Product and Brand Management*, 20(7), 541-548.
- Ratner, B. (2002). Rapid statistical calculations for determining the success of marketing campaigns. *Journal of Targeting, Measurement and Analysis for Marketing*, 10(4), 385-390.
- Singh, B. (2010). Statistics and its application in marketing research. *Global Management Review*, 4(2), 49-53.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 6

Readings

- Guèvremont, A., & Grohmann, B. (2013). The impact of brand personality on consumer responses to persuasion attempts. *Journal of Brand Management*, 20(6), 518-530.
doi:<http://dx.doi.org/10.1057/bm.2012.58>
- Levy, P. (2010). How to write a research report. *Marketing News*, 44(7), 6.
- Tucker, E. M., Rifon, N. J., Lee, E., & Reece, B. B. (2012). A test of green claim types and the role of individual consumer characteristics for green ad response. *Journal of Advertising*, 41(4), 9-23.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking Assignment (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Fast-Food Sales

Include in a PowerPoint presentation the following information:

- Starting from the article about McDonald's (link attached below) and thinking in general about fast-food, please formulate 2-3 hypotheses regarding the relationship between taste, variety in offerings, healthy options, consumers' healthy orientation, price, social media promotions, celebrity endorsements, income or other variables, and fast-food sales. Also think about potential international factors that might affect fast-food sales.
- Identify the dependent and independent variables in each hypothesis. Justify your choice of hypotheses by explaining what you are testing for.
- From this, formulate a short survey to help you test the hypotheses.
- Identify and describe the types of statistical tests you would use to test the hypotheses and create meaningful research results. Explain why you chose each test.
- Address any ethical concerns that might need to be considered for this research project.

<https://www.restaurantbusinessonline.com/operations/world-ready-taco-bell>

Your assignment should be 4-6 slides long, not including the required title and reference slides. Include your "voice over" in the notes section of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual. Adhere to the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may use the recommended readings) to support your answers. The CSU-Global Library is a good place to find these sources. Remember to use in-text citations as appropriate and to include your sources in your reference slide.

Option #2: Social Media and Market Research

Read the article "Research in Action: When It Comes to Social Media, Don't Be a Wallflower," on page 495 in your textbook, *Basic Marketing Research*.

- Based on the information presented in this example, create 5-7 hypotheses that you would want to test as a way to examine the relationship between social media presences and financial success.
- Identify the dependent and independent variables in each hypothesis. Justify your choice of hypotheses by explaining what you are testing for.
- Identify and describe the types of statistical tests you would use to test the hypotheses and create meaningful research results. Explain why you chose each test.
- Address any ethical concerns that might need to be considered for this research project.

Your paper should be 3-4 pages long, not counting the required title and reference pages. Follow the *CSU-Global Guide to Writing and APA Requirements*. Include at least three scholarly sources (you may not use assigned readings) to support your answers. The CSU-Global Library is a good place to find these resources.

Portfolio Milestone (20 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Submit Portfolio Outline

This week you will submit an outline of your Portfolio Project. Use each of the sections required in the Portfolio Project as your outline headings (I, II, III, IV, etc.). Under each heading offer several ideas you are considering for that section (A, B, C, etc.). Your outline should be at least one page in length.

Follow the *CSU-Global Guide to Writing and APA Requirements*. If you need assistance with forming an outline, visit the CSU-Global Library and look under APA Guide and Resources. Contact your instructor before the due date with any questions or concerns.

Option #2: Submit Portfolio Outline

This week you will submit an outline of your Portfolio Project. Use each of the sections required in the Portfolio Project as your outline headings (I, II, III, IV, etc.). Under each heading offer several ideas you are considering for that section (A, B, C, etc.). Your outline should be at least one page in length.

Follow the [CSU-Global Guide to Writing and APA Requirements](#). If you need assistance with forming an outline, visit the CSU-Global Library and look under APA Guide and Resources. Contact your instructor before the due date with any questions or concerns.

Module 7

Readings

- Chapter 6 in *Basic Marketing Research*
- Olsen, L., Witell, L., & Gustafsson, A. (2014). Turning customer satisfaction measurements into action. *Journal of Service Management*, 25(4), 556.
- Ryerson, A. (2013). Rivertown, USA, a marketing research case study. *The Business Review, Cambridge*, 21(1), 218-223.
- 60 Minutes. [The National Center on Time & Learning]. (2013, January 2). *IDEO design* [Video file]. Retrieved from https://www.youtube.com/watch?v=bl3DM_pGH2I

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

- Chapter 19 in *Basic Marketing Research*
- Aggarwal, P., Vaidyanathan, R., & Castleberry, S. (2012). Managerial and public attitudes toward ethics in marketing research. *Journal of Business Ethics*, 109(4), 463-481.
- Toth, C. (2013). Revisiting a genre: Teaching infographics in business and professional communication courses. *Business Communication Quarterly*, 76(4), 446-457.
- Yi-Cheon Yim, M., Sauer, P. L., Williams, J., Lee, S., & Macrury, I. (2014). Drivers of attitudes toward luxury brands. *International Marketing Review*, 31(4), 363.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (290 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Creating a Strong Research Plan

At the heart of good marketing research is a strong research plan. For your Portfolio Project, you will write a research plan building on the topic and description you submitted in Week 2, the management-decision problem submitted in Week 3, and the outline submitted in Week 6.

NOTE: For this assignment, you are only creating the plan for the research that you would potentially conduct. You are **not** being asked to administer the survey, to collect the data, or to apply the statistical tests.

Instructions: Your project must incorporate the following elements:

- **Company and Organizational Background:** Identify a company and provide a brief description of the goods and services it provides, its size, and the locations where it does business. The CSU-Global Library is a good place to find this information under the “Company-Business Profiles” link. (NOTE: The name of the company is submitted during Week 2. This is worth 20 points toward the final Portfolio Project grade.)
- **Management-Decision Problem or Business Issue:** Identify a business issue for this company that requires a managerial decision. You can be inventive here.
 - Fully describe the business issue—what is the issue; who or what does it affect, and how, where, and when does it affect them/it? Some examples of a suitable business issue to write on include: whether the company should invest research money in new product development; whether the company should expand to a new geographic area; or whether the company should benchmark its performance against its competitors. Don’t be limited by this list. You can use any other business issue that requires marketing research. (NOTE: The management-decision problem or business issue is submitted during Week 3. This is worth 20 points toward the final Portfolio Project grade.)
- **Research Objectives and Question**
 - Based on the problem or issue identified above, identify the research question that needs to be answered.
 - Explain why this is the appropriate question.
- **Hypotheses:** Clearly state the hypotheses to be tested.
- **Research Approach**
 - Describe the research approach that should be taken to best test your hypothesis and answer your research question.
 - Be sure to describe how you would gather your data for this research project (e.g., a survey, focus group, intercept interviews, or other methods).
 - Discuss how and where the research would take place, the sample size, and who would conduct the

- research.
 - Identify any potential ethical issues associated with the research.
- **Survey and Interview Guide**
 - Design a survey with a minimum of 10 questions.
 - Explain the reason for including each question. Describe the type of scale you are using. Describe the benefits of the data you expect that each question will produce.
 - Design a face-to-face interview guide with three questions that would be used in a qualitative approach.
- **Statistical Tests**
 - Identify the types of statistical tests you would use on the collected data.
 - Explain why you would use these tests.
- **Challenges**
 - Identify any potential shortcomings in your research approach and any ethical concerns.
 - Describe how you would handle each of the above.

Paper Requirements

- Your Portfolio Project should be 10-12 pages long, not including the required title and reference pages, and formatted according to the *CSU-Global Guide to Writing and APA Requirements*.
- Include a minimum of five scholarly sources (the CSU-Global Library is a good place to find these sources).
- Employ in-text citations and references that adhere to APA formatting.

Option #2: Assessing Consumer Expectations

Consumers' expectations are very important for any business since they impact customer satisfaction and the overall bottom-line of a company. In the context of a new business, they are even more important in making sure the business model and strategy incorporate consumer preferences.

For this Portfolio Project, take into consideration the business that you intend to open within a certain timeframe, your existing business, or the company where you work or aspire to work. You will define and execute a practical market research project that will help you gather intelligence about consumers' expectations regarding the type of business that you have in mind.

You will include all your work in a PowerPoint presentation that you would make to potential investors or current leadership.

Instructions: Your project must incorporate the following elements:

- **Company Background:** Describe the company and the goods and services it (will) provide(s). (NOTE: The description of the company is submitted during Week 2. This is worth 20 points toward the final Portfolio Project grade.)
- **Information Needs:** Identify the information needs that your (future) company has regarding what consumers think and expect about this type of businesses.
 - Describe the main areas of activity, products, and services where you need more information regarding what exactly consumers need and expect in order to be fully satisfied. You can include, for example, different characteristics of the product or the service being offered, the atmosphere of the store, location, employees, and many other factors that are important to consumers, depending on the type of business. (NOTE: The key information needs regarding consumer expectations will be submitted during Week 3. This is worth 20 points toward the final Portfolio Project grade.)
- **Research Objectives and Question**
 - Based on the information needs identified above, identify the research question that needs to be answered.
 - Identify your objectives, what you want to accomplish with this practical market research study.
- **Research Approach**
 - As a first step, you decide to collect primary data through a survey distributed to consumers.
 - Discuss how and where the research would take place, the sample size, and who would conduct the research.
 - Identify any potential ethical issues associated with the research.
- **Survey and Interview Guide**

- Design a survey with a minimum of 10 quantitative questions in which you are trying to assess what consumers expect from your type of business.
- Set up the survey online on a platform like Survey Monkey, or on your social media profile, Facebook, or LinkedIn and ask your friends to answer it anonymously.
- Include the survey questions in an Appendix slide(s).
- **Data Analysis and Results**
 - Analyze and present the results of your survey.
 - What are the key conclusions of your study?
 - Do you think your company already provides what consumers expect from it?
- **Challenges and Future Research**
 - Identify any potential shortcomings in your research approach and any ethical concerns.
 - Describe potential future research needs.

Presentation Requirements

- Your Portfolio Project should be 12-15 slides, not including the required title and reference slides, and formatted according to the *CSU-Global Guide to Writing and APA Requirements*. Include your “voice over” in the notes section of the slides. This voice over—or text of your presentation—will enable your professor to read what you would say if you were actually making the presentation. The slides, therefore, can and should be very visual.
- Include a minimum of five scholarly sources (the CSU-Global Library is a good place to find these sources).

Employ in-text citations and references that adhere to APA formatting.

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
 0% Opening Exercises
 8% Mastery Exercises
 37% Critical Thinking Assignments
 35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.