

Course Number: MBA 6420

Course Title: Marketing Research

Course Description:

A study of the generation, organization, interpretation, and use of Marketing Information in the business enterprise. The strategic role of Marketing Information is emphasized. Topics covered include: sources of information, research design and implementation, hypothesis testing, and problem-solving/decision-making.

Prerequisites: MBA5220.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Define the major types of marketing research information and its contribution to marketing decision-making.
2. Assess the appropriate use of secondary and primary data, and qualitative and quantitative research designs.
3. Compare and contrast the applications, advantages and disadvantages of common quantitative research methodologies.
4. Design and manage marketing research projects, using internal resources and outside research firms.
5. Analyze and interpret research data and present it in a format that facilitates decision-making.
6. Diagnose common problems and errors in marketing research methodology and application.

Indiana Tech
College of Professional Studies
MBA 6420 Marketing Research
Online Syllabus Course Content

Instructor Information

Please see Professor Profile at the Blackboard instructional site.

Course Schedule

Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies

All of the online courses taken by students are required to follow the policies posted online at <http://online.indianatech.edu/tech-policies/policies/>. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook

Aaker, D.A., Kumar, V., Leone, R. P., & Day, G. S. (2016). *Marketing research* (12th ed.). Hoboken, NJ: John Wiley & Sons.

Grading Events & Grading Criteria

Assignment	Total Points
Course Preparation Quiz	15
Discussion Board 6 @ 25	150
Module 1 Assignment	50
Module 2 Assignment	50
Module 3 Assignment	50
Module 4 Assignment	100
Module 5 Assignment	100
Final Report	250
TOTAL:	765

Unless otherwise specified, all assignments must be submitted via Blackboard.

Discussion Board -

There will be six graded discussion boards in this course worth 25 points each.

Discussion Board Posts & Responses

Each student is to respond to the Discussion Board by Thursday of the week they are in, by 11:59 PM ET. The requirement for this initial posting is a minimum of two paragraphs (6-10 sentences each) individual response. Breadth & depth is expected, not just a one line answer.

Next, each student should respond to a minimum of two other students. A paragraph response is expected. These two responses need to be posted by Sunday of Week they week they are in, also by 11:59 PM ET. The overall Discussion Board is worth 25 points. Each student will receive up to 15 points for their initial posted response and up to 5 points for each of the two student responses. Please see the discussion board rubric.

Module Assignments

Modules 1-5 you will complete an assignment that directly relates to your final project in this course. Each of these assignments will be able to be included in your final project.

Module 1:

Topic selection along with the Research Purpose & Research Question

50 Points

Module 2:

Research Approach and Secondary Data Collection

50 Points

Module 3:

Proposed Research Design/Data Collection Methods

50 Points

Module 4:

Sampling Procedures and Instrumentation

100 Points

Module 5:

Data Analysis and Reporting

100 Points

Module 6:

Final Marketing Proposal Project

250 Points

Final Marketing Research Project

Marketing Research Proposal Project:

The research project assigned for this course will provide an opportunity for students to design, conduct, and report findings of a marketing research study on a small scale. When you select your topic, write a one-page memo (due week 1) indicating what you will be researching so that I know the topic is a manageable one. Please see the guidelines below.

Purpose of the Project: The research proposal project is an opportunity for you to experience what is involved in conducting a marketing research study. The main purpose of the research project is to understand the steps in the process of collecting and reporting research.

Topic Selection Guidelines:

For the purposes of this class, I would like you to select a personal interest or college interest project. If you choose to complete a personal interest marketing research project, consider these questions: Are you thinking about starting your own business? Are you considering innovating a new product or service? Would consumers be interested in your product or service? If you are choosing a college interest project consider these questions: Is there a particular organization, club or group within the college that could benefit from marketing research (dining, health, business center, sports)? Are students aware of this particular service, club, etc.? Is there a service, club, organization that is missing from campus that would be of interest to students?

Submission Guidelines:

Submit assignment is a word document for grading. Include APA cover page, headers, in text citations and a list of references.

Grading Scale

The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	Below 70%	F
90% or above	A-	77% or above	C+		
87% or above	B+	70% or above	C		
83% or above	B				

Late Assignments

All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes

If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:

- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is ○ in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
 - able to complete all of the remaining coursework within a session (5 weeks for an undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
 - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated University authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to

OnlineSupport@IndianaTech.edu with a note “Please help. It’s been 24 hours and I have not heard from my instructor” and the University support staff will act on your behalf to contact your course instructor.