

# MKT 410 Marketing Research

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## Course Information

*Blackboard will be used to share information and documents and course material. Information will be frequently shared via the announcement function on Blackboard. Also, monitor your McKendree University email frequently for additional information.*

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### Course Description:

This course introduces the scientific method as it is applied to marketing. Quantitative and qualitative research methods are studied. Students get experience in developing research questions, selecting appropriate methods, using analytical tools, and interpreting and presenting research findings. Prerequisites: MKT 205, MTH 310.

### Course Objectives:

1. Know what marketing research is and what it does for business.
  2. Explain the major phases of the marketing research process and the steps within each
  3. Contrast qualitative research with quantitative research
  4. Determine what needs to be measured based on a research question or hypothesis
  5. Define the parts of a research report following a standard format
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**Course Text and Materials** Essentials of Marketing Research, 6 ed, by Zikmund & Babin, Cengage Learning.

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## Course Requirements, Policies and Evaluation

### Important course policies:

Students are expected to review, understand, and apply the Course Policies found in that section of Blackboard.

### Syllabus statement

The instructor reserves the right to amend, change, or deviate from content described here any time during the term as deemed necessary.

### 1. EXAMS

There will be three exams, see course schedule for the dates. The exams will be online, timed and will utilize Respondus Lockdown Browser. Make-up exams (for documented excuses) will only be given if a student contacts the instructor at least **one week prior** to the exam day and the reason for missing the exam is extenuating and verifiable. A missed exam will result in a Zero

for that exam. On weeks where an exam is assigned, the exam will open on the Thursday of that week at 6 am CST and will close on the following Sunday at 11:59 pm CST.

## 2. RESEARCH PROJECT

In this class, you will demonstrate your command of the scientific method and research principles through a research project. In this project, we will work with a marketing tactic and research its effect on consumers. You will follow the steps in a research experiment, analyze the results and report your findings.

Additional details will be provided about this project in module 2 and will have deliverables that are due throughout the course. This project will be worth a total of 170 points total and will be broken down as follows:

- Hypothesis 25 points
- Questionnaire 45 points
- Final Report 100 points

Your final report will be due during the last week of the term. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED** and will result in a Zero for that assignment, so please plan accordingly.

All assignments should be typed. Grammar, punctuation, and spelling are important to your assignment grades. Your project must have/use:

- **double-spacing**
- **12 points of Times New Roman (no smaller or larger)**
- **pagination (page numbers)**
- **bibliography**

### **Margins (not to be larger than these)**

Top = 1”

Bottom = 1”

Right = 1.25”

Left = 1.25”

*References should follow **APA style** and the following website can be used as a resource:* (<https://owl.english.purdue.edu/owl/resource/560/07/>). References should be **cited in the text** (i.e., author’s last name, year) as well as a complete citation in the bibliography at the end.

## 3. HOMEWORK ASSIGNMENTS

There will be two assignments in this course that will ask you to use data to develop a profile of consumers and related strategic questions based on the profile you develop. Please see the course schedule for the due dates of these assignments. On weeks where homework is assigned, the assignment will open on the Monday of that week at 6 am CST and will close on the following Sunday at 11:59 pm CST. Homework assignments can be accessed by clicking on the “Assignments” link in Blackboard.

#### 4. DISCUSSION BOARDS

We will have weekly discussion boards that will be worth 10 points each. I grade two things in the discussion board: Your mastery of course content AND your participation in the discussion board through quality interaction with your classmates around the content we are studying that week. The DB grade you receive will reflect the quality of your post content, writing and interaction with others.

Do not attach files in the Discussion Board. It simply takes too much time for us all to open them and read them. **I will NOT read or grade attachments in the DB.** You must post your response in the space provided in the discussion board area. To do so, click on the new post. In the DB you are to provide the question, then your answer. I expect you to make reference to a MINIMUM of one source, such as a reading from the module or an additional source that you have found from your own additional resource. Evaluate your sources for appropriateness. Sources are expected to graduate level. Inappropriate sources for this course include (but are not limited to): wikis, blogs, dictionaries, bibles, other religious documents, online sources of articles such as findarticles.com and changingminds.com.

The requirement for this component is to post an original answer to each discussion board question and to reply to your classmates in an effort to further the discussion. ***Your initial post is due by Thursday of each module week; your responses to your classmates is due by Sunday of each module week.***

If you are responding to a classmate's work, you read the post then scroll to the bottom of the page and click REPLY. Be sure to include the name of the person you are writing to and your own name in your replies. Your goal here is to further the discussion – not to just respond with “I agree” or something along those lines. Responses such as these are worth zero (0) points. ***My expectation is that you respond/reply to at least 3 posts from your classmates.***

#### GRADING

<u>Course Component</u>	<u>Total Point Value</u>
Exams (3@100 pts each)	300 points
Research Project	170 points
Homework (2@25 pts each)	50 points
Discussion Boards (8@10 pts each)	80 points
<b>Total</b>	<b>600 points</b>

**\*Students must report to the instructor for any errors within a week after they are posted.**

Percentage %	Grade	Percentage %	Grade
100-93	A	79-77	C+
92-90	A-	76-73	C
89-87	B+	72-70	C-
86-83	B	69-60	D
82-80	B-	< 60	F

## COURSE SCHEDULE

*The instructor reserves the right to make adjustments to the grading criteria.*

**Tentative Course Schedule (all times indicated are central standard time)**

Week	Activities	Assignments
1	Chapter 1 Chapter 3	Discussion Board #1
2	Chapter 5	Homework #1 due by 11:59pm Discussion Board #2
	<b>EXAM I (Ch. 1, 3, 5)</b> <b>(available Thursday to Sunday)</b>	Exam I due by 11:59 pm
3	Chapter 6 Chapter 7	Discussion Board #3 Research Hypothesis Due by 11:59 pm
4	Chapter 9 Chapter 10	Discussion Board #4 Homework #2 due by 11:59pm
	<b>EXAM II (Ch. 6, 7, 9, 10)</b> <b>(available Thursday to Sunday)</b>	Exam II due by 11:59 pm
5	Chapter 11 Chapter 12	Discussion Board #5 Research Questionnaire due by 11:59pm
6	Chapter 14 <b>EXAM III (Ch. 11, 12, 14)</b> <b>(available Thursday to Sunday)</b>	Discussion Board #6 Exam III due by 11:59 pm
7	Chapter 2 Chapter 13	Discussion Board #7
8	Readings: Research Applications in Retail Research Project	Discussion Board #8 <b>Final Paper Due by 11:59 pm</b>

## **COURSE POLICIES**

In all things related to this course your guiding philosophy should be “Do the right thing and do your absolute best.” If you apply this to your academic efforts you will very successful.

Because some students sometimes request clear instructions on what is “right” and what it means to do their “best”, I provide the details below.

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### **Academic Honesty**

McKendree University considers plagiarism and academic dishonesty a serious offense. Academic Integrity is key to learning and personal growth. The Student Handbook, Course Catalog, and each course syllabus define plagiarism and explain academic honesty. Refer to the policies set forth in those documents.

### **Academic Integrity**

Along with preparing for and attending classes, each student has the responsibility of promoting high academic standards. Academic dishonesty includes but is not limited to: (a) cheating; (b) fabrications and falsifications; (c) multiple submissions; (d) plagiarism; (e) complicity in academic dishonesty; and (f) unauthorized sharing of intellectual property. All policies on academic integrity will be strictly enforced.

I apply a zero tolerance policy as it applies to academic dishonesty. You will be failed from the course on the first incidence and will be referred for university disciplinary action consistent with university policies.

Students are responsible for knowing, understanding, and following all university polices regarding student civility, academic conduct, and academic honesty.

Each student is expected to present his or her own work. All papers, examinations, and other assignments must be original or explicit acknowledgment must be given for the use of another person’s ideas or language. Examples of plagiarism as it might occur in term papers, quizzes, research projects, group projects, or other written assignments are listed below. This list is in no way comprehensive but serves to identify some common forms of plagiarism.

1. Failure to use quotation marks: All work that is quoted directly from a source should be enclosed in quotation marks and followed by proper reference notation. Failure to use quotation marks, even when references are provided, is plagiarism.
2. Failure to document ideas: When a student uses an idea from and/or paraphrases a source, the student must appropriately reference such material. Failure to provide an accurate and correctly formatted reference is plagiarism.
3. False documentation: falsifying, modifying, or inventing sources or page references is plagiarism.
4. Submitting work you completed for a previous course.
5. Submitting papers purchased from paper mills.
6. Submitting the work of other students.

Once submitted, all assignments become the property of the instructor for evaluation purposes. Students are encouraged to retain their own copies, including drafts.

**If I suspect (note the commonly accepted definition of "suspicion") you have submitted work that is not your own (work purchased from a third party, work developed by another student for you, work taken from a web source, etc.), you may be required to write a replacement submission or exam, in one sitting and in my presence, to prove you are capable of developing the work by yourself.**

In addition, if team assignments are given, it is considered academic dishonesty to place someone's name on a project that they did not participate fully in completing. If you allow your name to be placed on a team assignment when you did not participate, it will be construed as falsely indicating that you worked on a submission and therefore a violation of academic integrity. On the other hand, if you place someone's name or allow someone's name to be placed on a submission when you know they did not contribute, you will be violating academic integrity as defined here. If you didn't work on it, don't allow someone to put your name on the submission. If someone on the team did not contribute to the submission then do not allow that person's name to be placed on the submission to protect yourself.

### **Submitting Assignments**

**BLACKBOARD accepts only one file submission per assignment folder. The file you submit will be the file that is graded.** Verify you have uploaded the correct file prior to hitting the submit button as you will have no way to correct the error as the assignment folder locks closed.

Be careful to post directly into the Discussion Board. Do not attach your DB work as a file because I will not read or grade attachments in the DBs.

### **Coursework**

Except where specifically noted no extra credit, resubmission, or rewrite opportunities will be offered during this course. Research has shown if you did not have enough time to complete an assignment correctly, or on time, during the normal session, it is unlikely you will have time later.

### **Source Material**

**No more than 30% of any submission may be CITED content. This means both paraphrased and quoted source material are counted.** If you submit a document with more than that, as determined by the instructor, you will receive a deduction according to the following schedule:

31-35% content = 10% penalty

36-40% content = 50%

Above 40% = zero on the assignment

At a minimum you will cite sources as you use them and provide references. This is true for all assignments. Failure to correctly utilize APA in referencing and citation will lead to a 10% deduction being applied to your score on any assignment. Using any other citation/referencing style will result in a 10% deduction being applied to your score on any assignment.

**You may not cite yourself or use work you developed for any purpose other than this course.**

**If you do not cite sources or have references you will receive a zero and the academic dishonesty policy will be applied.**

Inappropriate sources for this course include (but are not limited to): wikis, blogs, dictionaries, bibles, other religious documents, online sources of articles such as findarticles.com and changeminds.com.

Information from these sites - .com .edu .net .org .us etc. is explicitly prohibited with the exception of those listed in the course.

If you do not know how to evaluate sources for appropriateness see the reference section of the McKendree library web page for information. Alternatively, contact a reference librarian.

### ***Assignments, Format and Grading***

All written work, including the DB postings, should be constructed using MS Word.

Don't forget to pay attention to spelling and grammar. Information from all sources must be denoted as such through the use of proper citations. The following website is a good resource to use for citations: <https://owl.english.purdue.edu/owl/section/2/10/> .

Also, pay special attention to the approximate length of the assignment. If it says 3-4 pages, I'll be looking for a minimum of 3 pages. If you are not hitting that mark your grade will suffer.

Cover pages, abstracts, charts, tables, figures, graphics and photos do not count in the page paragraph minimums.

### ***Assignment Deadlines***

In the learning environment as well as in the work environment, due dates are essential. Some course assignments have due dates to ensure that the student can in fact successfully complete the class within the course timeframe while also benefiting from instructor input before preparing each new assignment. Also important is timely participation in the interactive components of the classroom.

### ***Late Work***

In the learning environment, as well as in the real-work environment, due dates are essential. Discussion board assignments have due dates to ensure that the student can in fact successfully complete the class within the course timeframe while also benefiting from instructor input before preparing each new assignment.

**You must email me directly to have a late discussion board submission graded. I do not check for late submissions.**

A penalty will be applied to all work submitted late as follows:

1 minute to 24 hours late = 20% penalty

24-48 hours late = 40% penalty

> 48 hours late = score of zero

### **Submission Verification**

SafeAssign, Respondus Lockdown Browser and other procedures, will be used to assess academic honesty. I will review every submission for plagiarism. I will contact you if I have a concern. I have set the system up so that you are able to see the same report I see in SafeAssign. Please review the content on academic integrity below and feel free to ask questions.

### **Student Code of Conduct**

All students must communicate in a professional manner in this classroom. The classroom refers to any technological mechanism used including the Discussion Board areas and Chat Rooms. All communications and interactions must be done in a respectful manner. Treat everyone professionally and with respect. Use of inappropriate language or behavior will not be tolerated.

## **Confidentiality**

A feeling of openness and trust among classmates will increase your ability to share with and learn from one another. To foster a free exchange of experiences, suggestions, and ideas, we expect that any information shared in this class be held in the strictest confidence.

## **Disability Services**

Students with a documented disability who wish to request reasonable accommodations should contact the Disability Services Office first to request accommodations, and then meet with their instructors. Accommodation arrangements should be made during the first two weeks of the semester. Please note: accommodations are not retroactive. Student must contact the McKendree Academic Support Center (MASC) prior to every semester that accommodations are needed.

## **Participation**

Where used, students begin with **zero participation points** and gain points only by making substantive contributions. Therefore, it is possible to have no participation points for the course.

## **Written Assignment Expectations**

All written work should be presented in a professional style and follow basic principles of effective written communication. In addition the following format requirements are mandatory:

- Double-spaced
- 1-inch margins
- 12 pt. Times New Roman Font
- APA style standards (without the use of abstracts for this course)
- Free from grammatical and/or typographical errors
- Demonstrated graduate-level critical thinking, reflection, synthesis and analysis skills
- All written work submitted will be graded on both composition and content.
- All work must be developed utilizing MS Word.
- Failure to use APA citations and references will result in a zero
- Cover pages and abstracts are not required for any assignment in this course

## **Help Desk/Technology Issues**

When it comes to technology, students should contact the Help Desk for assistance. Do not contact the instructor. You should plan on saving and, if requested, sharing all conversations you have with the Help Desk with your instructor. Students are responsible for assuring any computer used for courses is capable of uploading content to Blackboard.

**Note that technology problems do not qualify for assignment extensions.** You are required to resolve all technical issues prior to assignment due dates. Back up your computer regularly, daily while taking this class. Back up your assignments every minute while in development by using that feature in your software program. Create drafts. Send saved drafts and completed assignments to different servers through email. Use your McKendree M-drive storage to save all course materials including assignments.

## **Emergencies/Illness/Unexpected Issues**

Unfortunately, we cannot always prepare for the challenging events in our life. But we can manage these situations correctly. If you experience a situation that is both unavoidable and documentable, and this situation prevents you from completing course work on time, notify the instructor immediately. The expectation is, wherever possible, you will notify the instructor before the missed assignment deadline.

If you can provide acceptable documentation, as I define acceptable, you may be given extra time to complete the missed assignment(s). If you are unable to document the issue, or cannot provide acceptable documentation, the late work/absence policy will be applied. Note that vacation, travel for work, family events, required overtime at work, non-emergent medical issues, technology/computer issues, etc. do not meet the standard for a due date extension.

If the situation is excused students may be granted 24 or 48 hours to complete late work once the documentation has been approved. Again, I emphasize, with rare exceptions, I expect you to notify me in advance if you cannot meet an assignment deadline.