

Saint Leo University

MKT 324 Marketing Research

Course Description:

From problem formulation and objective setting, this course details how to undertake primary and secondary research, that is, exploratory, descriptive, and causal research. It details focus groups, questionnaire design, measurement scales, sampling procedures, sampling and non-sampling error, data collection, editing, analysis, and synthesizing data into a cogent, succinct report.

Prerequisites:

MKT 301 and MAT 201

The textbook information which appears on our Saint Leo Bookstore ordering site is as follows:

Saint Leo University. Basic Marketing Research with Excel (Subscription) (Custom).
ISBN: 9780134234755

Your custom textbook was created from the following National text(s):

Basic Marketing Research: Using Excel Data- Text Only: Burns, A. C., & Bush, R. F. (2012). Basic marketing research using Microsoft® Excel data analysis (3rd ed.). Boston: Prentice Hall. ISBN: 9780135078228

Other Materials:

You will also need audio recording/editing equipment (e.g., microphone, headset, recording/editing software (free software is available on the Internet).

Learning Outcomes:

Upon course completion, students will be able to complete a primary research project by doing the following:

1. Apply a marketing research process (including reviewing secondary data).
2. Undertake exploratory (e.g., focus groups), descriptive, or causal research.

With quantitative research (i.e., descriptive and causal), students should be able to:

3. Design and test questionnaires.
4. Estimate sampling error and mitigate non-sampling error.
5. Analyze data (including recording data).
6. Prepare a report while maintaining ethical standards (integrity) throughout the marketing research process.

The course will culminate in students presenting the data in a cogent, succinct report as if they were a research company presenting to a client. Students will demonstrate professionalism by conducting a final project that is excellent. Students will apply marketing research concepts in an ethical manner.

Core Value:

The School of Business has identified excellence as the Saint Leo University core value of focus for this course.

Excellence: Saint Leo University is an educational enterprise. All of us, individually and collectively, work hard to ensure that our students develop the character, learn the skills, and assimilate the knowledge essential to become morally responsible leaders. The success of our University depends upon a conscientious commitment to our mission, vision, and goals.

Evaluation:

In calculating students' final grades, assignment points and weights will be distributed in the following manner:

Item:	Weight
Discussions (8 @ 2.5% each)	20%
Quiz	5%
Research process assignments (7 @ 3% each)	21%
XL Data Analyst Assignments (4 @ 1% each)	4%
Midterm Exam	15%
Final Exam	15%
Research Project report and presentation	20%
TOTAL	100%

Grading Scale:

Grade	Score (%)
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	60-66
F	0-59

Assessment of the Learning Outcomes:

Learning Outcome	Assessment Methods
1	Exams, Research Project
2	Exams, Research Project
3	Exams, Research Project
4	Exams, Research Project
5	Exams, Research Project
6	Exams, Research Project

Practice Quizzes:

During each module, students will have an opportunity to take quizzes for the assigned reading chapters. Although these are ungraded, they will help students prepare for the graded assignments. The chapter quizzes are made available on the textbook's companion website; a link to the site is provided in each module.

Discussions:

The discussion threads are a very important part of this course. Each student is required to make a total of three posts each week: one initial post and two response posts.

Include in your posts personal observations as well as concrete examples to support your views. Initial posts should be at least two paragraphs, include direct reference to the readings, and word choice and sentence structure should be suitable for upper level work. If you incorporate other sources of information, make sure to include the appropriate references and citations.

Your response posts to your classmates should be constructive in nature. Your response should help take the discussion to another level of thought or perspective and must be more than just one or two lines and not a simple statement of agreement to the original post. Help your colleagues to learn from you.

Post your initial response to the discussion question **no later than Thursday 11:59 PM EST/EDT** of each module.

Respond to at least two of your classmates **no later than Sunday 11:59 PM EST/EDT** of each module. If at all possible, respond to a classmate's original post that has not received a response before responding to those that have received posts.

Quiz:

There will be one multiple-choice quiz administered during Module 2. This quiz consists of 25 multiple-choice questions and is worth five percent of your overall grade.

Research Process Assignments:

There are six assignments associated with the Research Project, one each due in Modules 1-6. Each of these assignments is a building block of the Research Project. This set of assignments is worth 20 percent of your overall grade.

XL Data Analyst Assignments:

There are four assignments associated with the Excel Data Analysis component of the text, one each due in Modules 3, 5, 6, and 7. These assignments familiarize the student with data analysis techniques offered through Excel and may be used in the Research Project. Instructions for how to access the necessary XL Data Analyst Files are provided in Module 3. The deadlines for the assignments are posted in the Learning Studio. This set of assignments is worth five percent of your overall grade.

Midterm and Final Exams:

There will be two short essay exams administered in this course. The Midterm Exam will be during Module 4 (covering materials from Modules 1-4), and the Final Exam will be during Module 8 (covering materials from Modules 5-8). Each exam will contain three questions and will be worth 15 percent of your overall grade.

Research Project:

The purpose of this project is to review and apply the key concepts covered during the course. You will use the marketing research process to solve a marketing problem or prove or disprove a hypothesis. In the first module, you will be presented a marketing situation (case) that requires research to assist the marketing manager in his/her decision making.

As you progress through the term, you will apply the sequential steps of the marketing research process to your particular marketing situation as they are introduced in their particular modules. At term's end, you will incorporate all of the research steps into a final report; you will also submit an audio-narrated presentation of your report. Depending on your computer setup, you may need to purchase appropriate audio recording equipment (e.g., microphone, headset, etc.). Complete project guidelines and grading criteria are available in the modules and via a link under Course Home.

Institutional Review Board (IRB): *It is critical that the IRB statements and guidelines be followed in the completion of this assignment so no violation of human subject guidelines occurs. Please note on the IRB website (located on the Find It Fast drop down @ saintleo.edu [http://www.saintleo.edu/resources/collaborative-research-institute/institutional-review-board-(irb).aspx])*

under "Who should submit an Application?" the guidelines are stated for this project. The Class Activity must be met to avoid having to submit the research project for IRB approval.

Course Schedule:

Module 1 Developing Basic Premises of Marketing Research and the Industry

Objectives

When you complete this module, you should be able to:

- Recall and describe the basic concept of marketing research and its purposes and management within an organization.
- Conceptualize the marketing research industry.
- Discuss the importance of marketing research for each participant.

Assignments

Items to be Completed:	Due No Later Than:
Submit the survey	Thursday 11:59 PM EST/EDT
Post an introduction to the class	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Establishing the Basis	Sunday 11:59 PM EST/EDT

Module 2 The Marketing Research Process: Overview and Beginning

Objectives

When you complete this module, you should be able to:

- Recall the steps of the marketing research process.
- Differentiate between exploratory, descriptive, and causal research.
- Differentiate between qualitative and quantitative research.
- Complete the problem development, research objectives, and research design components of the marketing research process.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete the quiz	Sunday 11:59 PM EST/EDT
Submit Research Process: Steps 1-4	Sunday 11:59 PM EST/EDT

Module 3**Information Sources and Procedures****Objectives**

When you complete this module, you should be able to:

- Assess the importance and types of secondary data as they relate to specific problems.
- Determine reliability and validity of types of secondary data as they relate to specific research projects.
- Compare the different data collection modes, and recommend which are best for a particular research project.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Submit XL Data Analyst Assignment 1	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Research Process: Steps 5 and 6	Sunday 11:59 PM EST/EDT

Module 4**Creating and Designing the Questionnaire****Objectives**

When you complete this module, you should be able to:

- Identify and differentiate measurement scale types.
- Compose various measurement scale types to form a questionnaire and establish a coding process.
- Evaluate and assess previously designed questionnaires.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete the Midterm Exam	Sunday 11:59 PM EST/EDT
Submit Research Process: Step 7	Sunday 11:59 PM EST/EDT

Module 5**Sampling Approaches and Data Issues****Objectives**

When you complete this module, you should be able to:

- Compare sampling methods and determine appropriate approaches for research projects.
- Distinguish between probability and non-probability samples.
- Assess and explain sampling errors.
- Estimate sample sizes for research projects.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Submit XL Data Analyst Assignment 2	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Research Process: Step 8	Sunday 11:59 PM EST/EDT

Module 6**Stage 1 of Data Analysis: Summarization and Generalizations****Objectives**

When you complete this module, you should be able to:

- Identify the different summarization tools that should be used when assessing collected data.
- Articulate the importance of generalizability of findings.
- Articulate the importance of hypothesis testing.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Submit XL Data Analyst Assignment 3	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Research Process: Steps 9 and 10	Sunday 11:59 PM EST/EDT

Module 7**Differences and Relationships: Exploring Data****Objectives**

When you complete this module, you should be able to:

- Interpret correlation and regression analyses.
- Interpret frequency distributions.
- Interpret cross-tabulations.
- Test hypothesis statements.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Submit XL Data Analyst Assignment 4	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Final Data Analysis	Sunday 11:59 PM EST/EDT

Module 8**The Report and the Presentation****Objectives**

When you complete this module, you should be able to:

- Appropriately develop the final written report.
- Appropriately develop the final report presentation.

Assignments

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Complete the practice quizzes	
Post an initial response to the discussion question	Thursday 11:59 PM EST/EDT
Submit the Research Project final report	Thursday 11:59 PM EST/EDT
Post responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit the Research Project presentation	Sunday 11:59 PM EST/EDT
Complete the Final Exam	Sunday 11:59 PM EST/EDT