

Syllabus for
MKT 445--Marketing Research
3 Credit Hours
Fall 2011

I. COURSE DESCRIPTION

A study of the systems, techniques, and methods used in meeting marketing management information needs.

Prerequisites: MKT 130 Principles of Marketing.

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Become aware of marketing functions
- B. Learn the fundamentals of marketing research
- C. Become aware of and understand current methods of research implementation
- D. Develop the communication skills requisite to successful marketing careers
- E. Enhance his or her ability to think critically and collaborate effectively in team settings

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

- A. Explain the importance of marketing research in shaping marketing decisions
- B. Specify the information required to define marketing opportunities and evaluate marketing actions
- C. Differentiate between alternative data collection methods and delineate the role of both qualitative and quantitative research
- D. Design effective questionnaires and utilize appropriate measurement scales
- E. Employ alternative statistical techniques for data analysis and sample size determination
- F. Actively participate in group projects and communicate results in oral presentations and written reports.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

- A. Textbook
Zikmund, Babin. *Essentials of Marketing Research* (4th ed.). Kentucky: Southwestern/Cengage Learning, 2010. ISBN:13:9780324593754
- B. Required Materials
Outside readings and research may be necessary for the written project. Articles from current and classic periodicals may be assigned to facilitate classroom discussions. Films, videos, guest speakers, and other learning aids may be assigned by the instructor in order to broaden the student's exposure to important topics.

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures
 - a. Grading Points:

Class assignments and participation, approximately	50 points
Exam 1	100 points
Exam 2	100 points
Final Exams	100 points
Research Project	100 points
Total (approximately)	<u>450 points</u>

- b. Grading Scale
 - 90-100% = A
 - 80-89% = B
 - 70-79% = C
 - 60-69% = D
 - 0-59% = F
 - c. Exams must be taken on the assigned date. When absences have been academically excused by the Vice President of Academic Affairs or appropriate dean, a make-up exam may be scheduled. Examples include athletic events and television ministry. Those students who are ill the day of the exam must notify the department secretary by phone (x6555) **prior** to the time of the exam. A doctor's written excuse at the time the student returns to the classroom, will be required to schedule a make-up exam. Failure to comply with these rules will result in a student forfeiting the right to take a make-up exam.
 - e. **Participation points** are based on assignments and in-class activities.
 - g. Assigned chapters in the text are to be read prior to the date in the course schedule to insure more meaningful class discussions and exercises.
2. Other Information
- Academic Dishonesty: Each student is responsible for submitting his/her own work or work completed by his/her team as defined by the assignment. Development of solid Christian values and moral integrity requires that any violations not be tolerated.
3. Whole Person Assessment Requirements: None

VI. COURSE CALENDAR

Week of	Topic	Chapters
-	Introduction	
1(8/15)	Marketing Research for Managerial Decision Making The Marketing Research Process	1 2
2(8/22)	Information Management for Marketing Decisions: Secondary Data Sources Customer Relationship Management and the Marketing Research Process	3 4
3(8/29)	Marketing Decision Support Systems Exploratory Designs: In-Depth Interviews	5 6
4(9/12)	Exam 1 Descriptive Research Designs: Survey methods and Errors	1-5 7
5(9/19)	Observation Techniques, Experiments, and Test Markets	8
6(9/26)	Sampling: Theory and Design Sampling: Methods and Planning	9 10
7(10/3)	Project training Homework due Oct 8th	
8(10/10)	Fall Break	
9 (10/17)	Project Training Overview of Measurement: Construct Development and Scale Measurement	11
10(10/24)	Attitude scale measurements used in marketing research Questionnaire Design and Issues	12 13
11(10/31)	Study time Take Away Exam # 2	6-13
12(11/7)	Coding, Editing, and Preparing Data for Analysis Data Analysis: Multivariate Techniques for the Research Process Preparing the Marketing Research Report and Presentation	14 17 18
13(10/14)	Data Analysis: Testing for Significant Differences Final Project Team Review with Dr. Lew	15
14(11/21)	Data Analysis: Test for Association Final Project Presentations <i>Thanksgiving Break</i>	16
15(11/28)	Final Project Presentations Review session extra	
16(12/5)	Final Exam <i>Ski Trip to Colorado</i>	14-18

Course Inventory for ORU's Student Learning Outcomes

Marketing Research MKT 445

Fall 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior		x		
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	x			
2B	Analytical problem solving	x			
2C	Global and historical perspectives		x		
2D	Aesthetic appreciation			x	
2E	Intellectual creativity		x		
2F	Information literacy		x		
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	x			
4B	Interpersonal skills	x			
4C	Appreciation of cultural and linguistic differences			x	
4D	Responsible citizenship			x	
4E	Leadership capacity			x	