

Syllabus for  
**MKT 445--Marketing Research**  
3 Credit Hours  
Fall 2016  
Professor Rebecca Gunn

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 student ability to think critically and collaborate effectively in team settings

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

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. Understand 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  
Malhotra, N.K. (2015). *Essentials of marketing research: A hands-on orientation*.  
Pearson Education, Upper Saddle River: New Jersey. ISBN: 9780137066735
- B. Required Materials  
Outside readings and research may be incorporated throughout the course and become necessary for the written project. Articles from current and classic periodicals may be assigned to facilitate classroom discussions.  
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

### 1. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences may 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 fee.
3. Students and faculty at Oral Roberts University 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 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 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.

### 2. Course Policies and Procedures

#### 1. **COB Attendance Policy**

- a. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from the job without penalty.

Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.

- b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

\*Based on a 15 week semester and the number of days per week the class meets.

- c. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
- d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.

## 2. **COB Tardy Policy**

- a. Tardy is defined as missing *any* portion of class.
- b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
- c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
- d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.

## 3. **Medical or Administratively Excused Absences**

- a. A written excuse from the proper authority must be given to the professor in the class that the student returns. Written excuses submitted late will count as a tardy for those classes. ***No credit will be given for written excuses submitted more than two weeks after returning to class.***
- b. In-class assignments are due the next class period after the student returns. It is the student's responsibility to communicate with the professor in order to obtain the in-class assignment.
- c. The student is responsible for securing any hand-outs issued during the absence.

## 4. **Unexcused Absences and Tardies**

- a. There will be no make-up for in-class assignments or quizzes with an unexcused absence or tardy.

5. **Missed Exams , Quizzes, and Assignments**

- a. Exams missed during an excused absence must be taken within *one week* of returning to class to avoid penalty.
  - The professor must be notified **prior to class** that the exam will be missed.
  - It is the student's responsibility to schedule the make-up exam with the professor.
  - **Proper documentation must be received to attain eligibility to take the exam.** This includes an administrative excuse or a doctor's note. Administrative excuses should be given prior to the test; doctor's notes should be received upon arrival back to the classroom.
  - Failure to comply with the above criteria forfeits the right of the student to make up the missed exam.
- b. If a student misses an exam because of an unauthorized absence, make-up is at the discretion of the professor.
  - If a make-up is allowed, students will be charged a late fee and a 10% reduction in points.
  - Unexcused absence make-up exams must be taken promptly.
- c. Quizzes missed as a result of an excused and administratively excused absence must be made up upon return to class.
  - Quizzes and their allocated points cannot be made up due to an unexcused absence
- d. Assignments missed to an excused absence must be submitted upon arrival back to the classroom. Students may email the professor any make-up work.
- e. Class projects are due at the beginning of class on the assigned date and must be submitted in hard copy form unless otherwise noted.
  - Projects and assignments received during or at the end of class will receive a 10% reduction in points earned.
  - Projects and assignments received after class on the assigned date will receive up to a 25% deduction in points.
  - Assignments received the next day will receive up to 50% decrease in points.
  - No projects or assignments will be accepted after the following day for any credit.

6. **Dress Code**

- a. Students are expected to meet the University's requirement as it pertains to dress code (i.e. NO shorts, sweats, etc.). Students appearing out of dress code may be asked to leave the class until proper attire is worn. A tardy will be given to students who are out of dress code and must change.
- b. As a student participating in a business course, the College of Business holds its students accountable to a higher dress code. To this extent, no hats are permitted in the classroom.
- c. Failure to adhere to the dress code can result in a deduction of points.

7. **Evaluation Procedures**

Detailed evaluation procedures will be handed out during the first day of class. Included will be a description of how many points the course contains as well as an updated calendar with a list of exam dates, project dates, and other pertinent information.

8. **Professor's Contact Details:**

Rebecca Gunn

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9. Whole Person Assessment Requirements: None.

VI. COURSE CALENDAR (an updated copy may be provided on the first day of class)

Week	Topic	Test Dates
1 Aug. 12-19	Introduction of class; syllabus review; Chapter 1: Intro to Mkt Research	
2 Aug. 22-26	Chapter 2: MP & Approach	
3 Aug. 29- Sept. 2	Chapter 3: Research Design, Secondary & Syndicated Data	
4 Sept. 5-9	September 7: Labor Day (no class) Chapter 4: Qualitative Research	
5 Sept. 12-16	Chapter 5: Survey & Observation	<b>Exam 12: September 1 (Chapters 1-4)</b>
6 Sept. 19-23	Chapter 6: Experimentation & Causal Research	
7 Sept. 26-30	Chapter 7: Measurement & Scaling	
8 Oct. 3-7	Chapter 8: Questionnaire & Form Design	Questionnaire Presentations
9 Oct. 10-14	Chapter 8: Questionnaire & Form Design Chapter 9: Sampling Design & Procedures	
	FALL BREAK: October 17-21 (no class)	
10 Oct. 24-28	Chapter 9: Sampling Design & Procedures	<b>Exam 2: October 25 (Chapters 5-8)</b>
11 Oct. 31 - Nov. 4	Chapter 10: Data Collection & Preparation Chapter 13: Report Preparation & Presentation	
12 Nov. 7-11	Chapter 11: Data Analysis Chapter 12: Data Analysis	
13 Nov. 14-18	Chapter 12: Data Analysis	
14 Nov. 21-25	Infographics/Special Topics Nov. 25-27: Thanksgiving Break (no class)	
15 Nov. 28- Dec. 2	Final Presentations	<b>11/30: Final Projects due</b>
16 Dec. 5-9	Final Examinations	<b>Final Exam</b>

# Course Inventory for ORU's Student Learning Outcomes

## *Marketing Research MKT 445*

### *Fall 2016*

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	<b>Outcome #1 – SPIRITUALLY ALIVE</b>				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior		x		
2	<b>Outcome #2 – INTELLECTUALLY ALERT</b>				
	<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	<b>Outcome #3 – PHYSICALLY DISCIPLINED</b>				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				x
3B	Physically active lifestyle				x
3C	Properly balanced nutrition plan				x
4	<b>Outcome #4 – SOCIALLY ADEPT</b>				
	<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		