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Fall 9-2015

### BMKT 342.01: Marketing Research

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## MARKETING 342 – MARKETING RESEARCH, FALL 2015

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Office Hours:  
Tuesday and Thursday  
12:40 to 2:00 pm  
and by appointment

### Required Materials:

Essentials of Marketing Research, 2<sup>nd</sup> or 3<sup>rd</sup> Edition, by Hair, Wolfinbarger, Ortinau, and Bush.  
iclicker - <http://www.iclicker.com/dnn/>

### Course Objectives:

The purpose of marketing research is to provide information for making better business decisions. In this course you will be introduced to the different stages of the marketing research process. We will focus on qualitative and quantitative aspects of marketing research as it relates to business problems. My goal is to assist you in developing a mindset that continually relies on information based decisions.

1. Learn the language of marketing research
2. Explore and understand different methods of conducting marketing research
3. Learn how to answer important business and marketing questions by conducting research
4. To understand and articulate the process of marketing research and the managerial importance of marketing research

### Course Requirements:

<b>Research Project:</b>	Written Report	35%
	Presentation	10%
<b>Exams</b>		45%
<b>Participation</b>		10%
<b>Total</b>		100%

**Examinations:** There are two major exams (20% each) during the semester, plus one smaller third exam (5%). The exams include multiple choice and short essay questions. **UNLESS PRIOR ARRANGEMENTS ARE MADE, A MISSED EXAM WILL BE GIVEN A ZERO SCORE.** Students will not be allowed to take the in-class exam if they arrive late and other students have already completed their exams. The exams will cover textbook, lecture, and discussion material, including video, guest speaker, and activities material. Details on these exams will be provided during class prior to each exam.

**Class format:** Classes will consist of lecture and discussion. I expect you to attend class regularly and be prepared for class discussions and assignments. You are required to check Moodle for our class regularly throughout the semester for relevant class materials. Your contribution to class, as measured by iClicker participation points will determine your participation grade- you get .7/1 points for answering an in class iClicker question, and 1/1 points for a correct answer. Attendance is required every day, so please let me know in advance when you have a reason to miss a class- I may excuse brief and occasional absences for reasons of illness, injury, family emergency, religious observance, participation in a University sponsored activity, military public service or other mandatory public service. *If you miss more than 5 classes I reserve the right to take a letter grade off your final course grade. It is extremely important that you attend!* You are required to be present during the class sessions in which the team presentations are given, no exceptions.

### **Ethics in Marketing Research:**

Student research must adhere to strict guidelines concerning ethics. Researchers must always be conscious of ethical guidelines related to their chosen research, and are expected to follow ESOMAR's code of ethics. This code will be discussed in class, and is also available online via [www.esomar.org](http://www.esomar.org).

### **COURSE GRADES ARE ASSIGNED ON A PLUS/MINUS SCALE AS FOLLOWS (grades are not curved):**

A	93 to 100 points	(93 to 100%)
A-	90 to 92.9 points	(90 to 92.9%)
B+	87 to 89.9 points	(87 to 89.9%)
B	83 to 86.9 points	(83 to 86.9%)
B-	80 to 82.9 points	(80 to 82.9%)
C+	77 to 79.9 points	(77 to 79.9%)
C	73 to 76.9 points	(73 to 76.9%)
C-	70 to 72.9 points	(70 to 72.9%)
D	60 to 69.9 points	(60 to 69.9%)
F	59.9 or fewer points	(<59.9%)

**Extra Credit:** Students may submit *by 3:30 in the afternoon one week prior to each exam* up to three multiple-choice questions that I will consider using on the exam. Any material **is** fair game: textbook, speakers, articles, films, class discussion. If I use your question(s), you will receive extra credit in the amount equal to the multiple-choice value of those points on the exam. An added bonus: You'll likely get that exam question correct. If I use only a portion of your question, you will receive partial points. **No late questions accepted.** Don't put yourself in an awkward position by even asking—it is not fair to me or your peers.

### **Marketing Research Team Project:**

You will work in a team of three or four students to develop a survey instrument for addressing a specific research problem. As a team, find an organization in the community that has a marketing research problem (using the 4 P's as a guide), do secondary research on the industry and company in question, and develop a questionnaire in order to gather the information necessary to be able to solve that problem. In addition to writing a formal report, your team will present the research in class at the end of the term.

Your project grade will be based on the quality of the report your **team** develops and presents. However, I will adjust your final grade based on your **individual contribution** as measured by **self and peer evaluations** if deemed necessary. Every student is required to evaluate the contribution of their fellow team members, as well as their own marketing research project. Peer evaluation is a mandatory part of the course, and it is taken very seriously. **So, make sure you choose your fellow team members very carefully as this decision significantly affects your performance in this class.**

The textbook for this class was chosen specifically because it is a good guide to help you develop your marketing research project. I can say with 100% certainty that students who consult the textbook for help in completing the project have a better final project than those who ignore my advice.

### **Presentation:**

Presentations are 10 minutes in length, and are presented in a pre-recorded format. Every team member must play an active role in the group presentation or they will lose presentation points. Focus your presentation on the research question, and how your analysis answers that question. Highlight the most

interesting findings from the research. Consult the textbook and ask me any questions you have. You may either videotape your team presenting in front of the projected presentation in a classroom, or you may do a voice-over video where all the audience will see is the presentation. Please, feel free to be creative with your presentation, so long as you accomplish the objective of informing your audience about the findings of your marketing research project.

### **Writing Style:**

You will be graded on the quality of your writing. Make sure the material is presented in a logical manner, it is clear how each piece of information is relevant to your topic, and the ideas are consistent with each other throughout the report. Use SPSS output and graphs/charts when appropriate to support your findings. Use a professional writing style. Check your grammar. Please double-space your report and use an appropriate font.

You are required to turn in ONE printed copy of your report, plus one copy sent electronically via upload to your Moodle group forum. You also need to upload a copy of your presentation slides to the Moodle forum.

### **Instructions for Written Project:**

**Your research report will be turned in in two stages during the semester.**

#### **Stage One:**

*This section of the paper will be turned in part-way through the semester, and includes the following parts.*

#### **A. Introduction**

This section is where you're giving an introduction to the research project you are conducting. You should give a description of the topic that you are researching. This introduction should also include a statement of the research question. Refer to Chapter Two for more specifics on appropriate research questions.

#### **B. Secondary Research/Literature Review**

This section is where you're presenting the results of your literature review/secondary data search. Secondary research presents the background information/information that is already known about your research question. Before conducting primary research, you need to know what is already known. You must consult outside sources, using the guidelines discussed in class and in Chapter 3 of the textbook. You must find AT LEAST 5 sources to cite. These must be legitimate sources of data, based on facts and not opinion.

You need to describe the organizations current situation in a company/situation analysis. Included in company/situation analysis you should describe the target market and other relevant facts related to your chosen organization. The secondary research should also cover the industry analysis which analyzes the industry that your chosen organization is operating in.

Finally, you need to present a tentative list of variables and constructs you plan to study and what you hypothesize in terms of their relationships.

Consult Chapter Three for help! This research will go directly in to your final research project.

WORD TO THE WISE::: DO NOT SLACK ON THIS PORTION. I know it comes very early in the semester, and so it is tempting to dismiss this as not important. However, if you don't put the time in early on this project, you will only make your life more difficult later!

### **Stage Two:**

*The rest of the paper will be turned in at the end of the semester, and will include the rest of the required pieces of the research report.*

Here is an outline of what is expected in the final research report. The wise student will refer to Chapter 13 in your textbook for specific guidance on what should be included in each section. It's ok if your paper doesn't follow precisely this outline- each project is unique. Please refer to sample projects for additional guidance.

### **Project Outline:**

- I. Title Page (*name of your organization / survey topic; include team members and date*)
- II. Table of Contents (*make sure you number the pages of your report*)
- III. Executive Summary
  - a. Research objectives
  - b. Concise statement of method
  - c. Summary of key findings
  - d. Conclusion and recommendations
- IV. Introduction
- V. Research Methods and Procedures
  - a. Summary of the type of research you are conducting
  - b. Secondary Research (*Company Analysis, Target Market(s), and Industry Analysis*) – *note this is "Stage One"*
  - c. Survey Development (*explain the survey development process*)
- VI. Data Analysis and Findings
  - a. Explain individual questions and how they help in addressing your overall research problem & present your findings from each question. (Every single question will be analyzed individually here.)
  - b. Present results from multivariate analysis (Once you have completed the univariate analysis, now conduct the multivariate analysis. You should have at least three multivariate analyses.)
- VII. Limitations
- VIII. Conclusions and Recommendations
- IX. References (*Document the various sources you utilized in your report, including information about the industry, competitors, etc. Use an acceptable format such as APA or other standard formats for documenting sources used. If you write something that is not your opinion, and is not common knowledge, IT MUST BE CITED!*)
- X. Appendix (*should include, but is not limited to: a copy of your survey and any SPSS output that is relevant to your paper. You should also turn in your completed paper surveys, if used*)

**MARKETING 342 – Marketing Research**  
**CLASS SCHEDULE – Fall Semester 2015 - *subject to change***

<b>Class Periods</b>	<b>Topics Covered</b>	<b>Assignments</b>
September 1	Introduction / Chapter 1 – Research for Managerial Decision Making, including Ethics in Marketing Research	
September 3	Introduction, Chapter 1 continued	
September 8	Chapter 2- The Marketing Research Process and Proposals	Identify project topics, form teams
September 10	Project workshop	Projects selected, team assignments complete <b>First post to Moodle Project Forum due today!</b>
September 15	Chapter 3- Secondary Data, Literature Reviews, and Hypotheses (Meet in GBB 213 computer lab)	Research company, target market, industry
September 17	<i>Project workshop</i>	Research company, target market, industry
September 22	Chapter 4, Exploratory and Observational Research Designs and Data Collection Approaches	
September 24		<b>Exam 1, Ch 1-4</b>
September 29	Chapter 5- Descriptive and Causal Research Designs	
October 1	Chapter 6 - Sampling: Theory and Methods	
October 6	Chapter 7 - Measurement and Scaling	<b>Stage One of research report from each team.</b>
October 8	Chapter 8 - Designing the Questionnaire	
October 13		<b>Exam 2, Ch 5-8</b>
October 15	Work on Surveys	
October 20	Work on Surveys- Peer Review	<b>Survey Draft due BEGINNING OF CLASS 3/17 Bring 9 copies of survey for peer review.</b>
October 22	Project Work Day (lab 213)	<b>Final Surveys Due by end of class!!</b>
October 27	Introduction to Data Analysis (lab 213)	<b>Outside of class- Collect Data</b>
October 29	<i>DATA COLLECTION</i>	<b>Outside of class- Collect Data</b>
November 3	More Data Analysis (lab 213)	<b>**Progress Check- SPSS must be set up by end of day today!</b>
November 5	Data Analysis (lab 213)	<b>Start on entering data</b>
November 10	Data Analysis (lab 213)	<b>**Progress Check- All data entered by end of the day today!</b>
November 12	Data Analysis (lab 213)	<b>EXAM 3, Data Analysis</b>
November 17	Data Analysis (lab 213)	<i>Data analysis progress check</i>
November 19	Data Analysis (lab 213)	
November 24	Project Work Day (lab 213)	<i>Project progress check</i>
<b>November 26 – Happy Thanksgiving!</b>		
December 1	Project Work Day (lab 213)	
December 3	Project Work Day (lab 213)	
December 8	Presentations – watch in class	<b>All written research reports due on TUESDAY, December 8th!</b> Upload electronic copy of paper and presentation to Moodle project forum.
December 10	Presentations – watch in class	

## *THE "FINE PRINT"*

**PROFESSIONAL BUSINESS CONDUCT IN CLASS:** You are preparing to enter the business world as professionals and to prepare for a business career, so I expect each of you to behave in a professional manner in class.

- Arrive on time and stay for the entire class (unless excused by me).
- Behave with honesty and integrity. Don't let your team down!
- Respect everyone in class and listen openly to their ideas.
- Come to class prepared for discussion.
- Refrain from engaging in behavior that disrupts the class- this means no cell phones!

If at any time you are displaying disrespectful behavior, you may be asked to leave.

**ACADEMIC INTEGRITY:** Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

"Plagiarism is the representing of another's work as one's own. It is a particularly intolerable offense in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to the Academic Court for possible suspension or expulsion."

"Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed words *but also ideas*. Acknowledgement of whatever is not one's own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one's own work is plagiarism." So, ALWAYS err on the side of caution by citing the resources used in preparing your work. Moreover, always use direct quotations for exact wording taken from another source.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php). It is the student's responsibility to be familiar the Student Conduct Code.

**DISABILITY ACCOMMODATIONS:** Students with disabilities will receive reasonable accommodations in this course. To request course modifications, please contact me within the first two weeks of class. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

### **SCHOOL OF BUSINESS ADMINISTRATION MISSION STATEMENT**

The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

**EMAIL:** According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their GrizMail accounts ([netid@grizmail.umt.edu](mailto:netid@grizmail.umt.edu) or [fname.lname@umontana.edu](mailto:fname.lname@umontana.edu)). Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

## **SCHOOL OF BUSINESS ADMINISTRATION - ASSESSMENT AND ASSURANCE OF LEARNING**

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted seven learning goals for our undergraduate students:

- Learning Goal 1 – SoBA graduates will possess fundamental business knowledge.
- Learning Goal 2 – SoBA graduates will be able to integrate business knowledge.
- Learning Goal 3 – SoBA graduates will be effective communicators.
- Learning Goal 4 – SoBA graduates will possess problem solving skills.
- Learning Goal 5 – SoBA graduates will have an ethical awareness.
- Learning Goal 6 – SoBA graduates will be proficient users of technology.
- Learning Goal 7 – SoBA graduates will understand the global business environment in which they operate.

### **Upon successful completion of this course, a student will be able to:**

- Explain the marketing research process and the various steps involved in that process. Explain how the steps involved in the marketing research process interact and influence the entire research process;
- Apply the language of marketing research as a major tool for marketing decision makers, and gain proficiency in the use of marketing research terminology;
- Explore the ethical considerations in conducting marketing research and the responsibilities of the researcher to the participants, managers, and the society in the research process;
- Explore and understand different tools and methods of conducting marketing research and their appropriate use in real business settings. Demonstrate how to formulate marketing problems into specific and actionable research questions and answer important business and marketing questions by conducting research. Understand the capabilities as well as the limitations of marketing research as a tool and that it does not replace the need for sound marketing strategy and decision making;
- Explain the advantages and limitation of primary and secondary data in answering marketing research problems. Understand the benefits of exploratory research in problem formulation and design of marketing research studies. Understand both qualitative and quantitative research techniques and their application to marketing research problems. Learn marketing research design, including descriptive and causal studies in marketing research and the efficacy of their use in solving marketing research problems;
- Define the different methods of research techniques, including survey research, observation, and experiments;
- Develop the skills to evaluate the appropriateness of these research methods and which one(s) to apply to address specific marketing research needs;
- Understand the concept of measurement and attitude scales and be able to apply the correct scales to address specific research questions. Develop and validate specific measurement scales to be used in a marketing research study;
- Understand the sampling process in marketing research, including various probability and non-probability sampling techniques. Evaluate and compare the different sampling techniques and recommend which technique is appropriate to a specific marketing research problem. Understand the practical considerations that may influence the choice of a sampling procedure, including cost and time limitations;
- Understand data processing, fundamental data analysis and statistical testing of differences. Build on the knowledge and skills developed in previous classes in basic marketing and statistics to select and apply appropriate statistical techniques to analyze collected data;
- Conduct a complete marketing research study from situation analysis, to problem definition and formulation, secondary research, primary research through survey development and testing, data collection and analysis, results and recommendations. Develop the skills to develop a research study from beginning to end working in teams and presenting the findings of the study to the class/ project clients.



School of **Business Administration**