

MKTG5305, Marketing Research

Fall 2017

draft 9.19

Professor: Carl Obermiller (Pigott 511, carlo@seattleu.edu).

Office Hours: Before and after class or by appointment.

Class: P304, Wednesday, 6.00

Text: *Marketing Research*, 11th ed. Aaker, Kumar, Leone and Day, Wiley. Powerpoint files for the text can be found at : <http://bcs.wiley.com/he-bcs/Books?action=index&itemId=1119236088&bcsId=10103>.

All textbooks are expensive. I have ordered this through the bookstore, but I encourage you to consider finding less expensive sources. Older (and newer) editions are likely acceptable (*with the proviso that page numbers may differ). Other materials will be made available via the canvas website--seattleu.instructure.com.

Students are expected to complete all the assigned reading before the relevant class session.

Course Description and Objectives

MKTG5305 is a survey of marketing research. This course is a PMBA elective and a required course for the Marketing Certificate. The overall objectives of the course are to equip students with the abilities to consume and produce marketing research. The course covers basic principles of scientific method, research designs and methodologies, and analysis tests. The course will require use of survey research software available free to all SU students at <https://seattleu.qualtrics.com>.

The course will consist of a variety of teaching and learning activities, primarily short lectures, in-class exercises, and individual and group projects. Preparation for class--careful reading of text material and completion of assignments--is the key to success and a critical requisite for making the best use of class time. The principle learning objectives are mastery of the content and techniques covered in the course and enhancement of critical and analytical thinking and problem solving.

Canvas

Assigned readings, this syllabus, and homework are managed via canvas--seattleu.instructure.com. Students should familiarize themselves with this software, as needed.

Grading

Qualitative project paper	100
Quantitative project paper	150
Class participation	350
Exam 1	200
Exam 2	200

A	950+
A-	900-949
B+	850-899
B	800-849
B-	750-799
C+	700-749
C	650-699
etc.	

Evaluation

The variety of evaluation measures are intended to capture a representative sample of student learning and to assess different styles of learning, ranging from objective memory and comprehension of basic terms and principles to analytical problem solving, individual and team performance, and written and spoken communication.

The *exams* will cover all the readings and in-class activities. They will comprise objective questions and problems designed to assess understanding of the basic terms and concepts and short essay questions designed to assess critical thinking, problem solution, and application of the concepts. The second exam will focus on material from the second half of the course but will, perforce, require application of some of the principles from the first half.

Term Projects. Two group projects will be conducted throughout the quarter, producing written reports. The projects will assess marketing challenges for the Albers brand. The first project will involve qualitative research on prospective MBA students; the second project will involve a descriptive survey of business people, their beliefs and attitudes toward Albers graduates. Details are included in a separate document.

Class Participation reflects homework, attendance and contributions to class discussions, in-class exercises, and all assignments posted on Canvas. Pop quizzes are a possibility; if so, they will be included in class participation; **you should come to every class prepared for a quiz over the assigned material.** Attendance is required, on-time and full-time. Assigned work may be turned in before the due date, not after.

The material is organized into ten units, and there are homework assignments for most units. Homework should be typed or LEGIBLY written, turned in at the beginning of class on the date indicated. You are responsible for all homework assignments, regardless of class attendance; homework can be emailed, if you are forced to miss a class. Homework will not be accepted after it is due. Class participation will be graded 50 points for contributions to class and 300 points for graded homework, exercises, homework and other.

Skill in *writing and teamwork* (and, in teams, leadership) are two objectives, common to nearly all courses. We will not have time to focus on learning these skills, but students will have opportunities to practice and improve and are expected to meet appropriate standards. Minimal standards are as follows:

Writing

- 100% correct spelling
- 99% correct usage
- good-excellent readability—organization, style, vocabulary
- correct structure—typically dictated in the assignment

Teamwork

- respect and courtesy for all team members
- attendance, prepared, to all meetings
- clear understanding of individual responsibility
- completion of all assigned responsibilities
- support for other team members that helps them improve their own contributions
- completion of peer evaluation forms
- communication with instructor regarding any team problems that cannot be resolved

Boilerplate

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Angel and SU Online)

Academic Policies on Registrar website

(<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (*only for those professional programs to which it applies*)

Disabilities: If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Notice for students concerning Disabilities : *If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.*

Honesty: Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Punishment for dishonesty ranges from a zero for the specific assignment to expulsion from the university. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm. If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

Class Schedule

	topic	text	note
Unit 1 9.20	-overview -research process -measurement	scan chs. 1, 2 read ch. 3 read ch. 4 and pp. 262-264 and 280-282	HW1
Unit 2 9.27	-qualitative/exploratory	scan chs. 5, 6, 7 read ch. 8	HW2
Unit 3	-descriptive research	read chs. 9, 10	
Unit 4 10.4	-causal research	read ch. 13 (sufficient to scan pp 332-341)	HW3 and HW4
Unit 5 10.11	-questions, questionnaires	read chs. 11, 12	HW5 Exploratory / Qualitative Project due
10.18 -----	-Exam 1 -----	-----	EXAM -----
Unit 6	-sampling	read chs 14 and 15	
Unit 7 10.25	-descriptive analyses	read ch 16	Quantitative Project steps 1-3 completed.
Unit 8 11.1	-hypotheses overview/ tests of differences	read chs 17 and 18	Quantitative Project questionnaire draft submitted.
Unit 9 11.8	-tests of association	read ch 19, pp 476-488	HW6 Questionnaire revised.
Unit 10 11.15	-multivariate analyses	read ch. 19, pp 488-505 and ch. 21, scan 548-558, read 558-572	HW7 and HW8
11.22	No Class		No Class
Unit 10 11.29	-wrap up -Exam 2	exam 2 covers the major ideas of the course but focuses on material from Units 6-10	EXAM
finals week 12.8, 5.00PM	turn in quantitative research project paper		Quantitative Project paper due by 5.00 PM