

MKTG4510, Marketing Research
Fall 2019 Syllabus

**This syllabus will be updated with revisions throughout the quarter. Each time I update it on canvas, I will be sure to let you know and will highlight the changes I have made. If you see anything that needs to be revised as well, please let me know. Thank you.*

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Office Hours: By appointment – please email me in advance with 2 day/time options, and I will schedule time with you. I am also available to speak and or meet after class.

Class: Pigott 200, Tuesdays and Thursdays, 8.00-10.05am

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 (*given 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, unless I have instructed otherwise. I'm sure there will be some classes -- or example -- due to holidays, where I may change the assignments and schedule slightly, as needed. I will always advise you of any changes.

Course Description and Objectives

MKTG4510 is a survey of marketing research. This course is required for marketing majors. 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 research methods, designs, 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, homework assignments, 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. Throughout the quarter, I will make announcements through canvas that will be delivered to your email. Be sure you are receiving your emails via canvas.

Grading

Group Projects	300
Class Participation, Quizzes, HW	300
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.

Group Projects

Three group projects will be conducted throughout the quarter, that will result in five graded papers. The projects are described in a separate document. All projects must be typed, double-spaced, and submitted in class on the due date. Each paper gets one grade, with adjustments for individuals based on the Peer Evaluation form, which must be submitted with each paper.

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 are 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...

Each unit (there are 7 units total in the course) up to 6 has a quiz on Canvas, and the 7th unit is focused on the final Shark Tank research project. The unit quizzes are based on the reading assignments from the textbook, as well as in-class lectures, videos and articles shared in each unit. These quizzes must

be done before the first-class day for those units, unless I provide a different schedule for an individual quiz, and if so, I will provide direction in class and through canvas.

In addition to the unit quizzes, 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 unit quizzes and 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 discussion, and the other 250 points for the combination of unit quizzes, homework, in-class exercises, 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

Classroom Decorum

Agreed upon norms and expectations, regarding

- lateness
- use of laptops, phones
- conduct of discussion
- leaving class
- involvement

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.

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct. Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student. For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oiie@seattleu.edu; phone: 206.296.2824) University Resources and Policies.

Religious Accommodations

In the 2019 legislative session, the Washington State Legislature passed and Governor Inslee signed into law Substitute Senate Bill 5166 that amends RCW 28.10.039 and requires colleges and universities to adopt policies requiring faculty to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of the academic course or program. The amendments to state law are effective July 28, 2019. A Student Academic Religious Accommodations Request Form is posted on the Academic Affairs website to help faculty process requests from students.

Course Schedule

	Date	Topic	Reading & To Do	Due, In-Class
Unit 1	9.26	Overview and introductions	Scan Chs. 1, 2 Read Ch. 3	-Unit 1 quiz published on canvas (due before class on 10.3)
	10.1	This week: process/measurement	-Read Ch. 4 and p. 262-264, 280-282 -Articles in the Unit 1 module	-Note – it is important to do the work assigned (under the text column) prior to class on 10.3 -Unit 1 quiz is due on canvas - no later than our class on 10.3
Unit 2	10.3	Qualitative/exploratory Will determine groups and share group assignments in class	After class on 10.3 -- Scan Chs. 5, 6, 7 Read Ch. 8 HW1 & HW2 given	-Unit 1 quiz due before 10.3 class -For this class only, you can do the “unit 2” reading following our class 10.3, due to holiday. -Very important to have all the reading completed above highlighted for unit 1 prior to this class. -Unit 2 and unit 3 quizzes will be posted on canvas the evening of 10.3
Unit 3	10.8	Descriptive research	Read Chs. 9, 10	-Unit 2 quiz before class -HW1 due
	10.10	Continued		-Unit 3 quiz due before class -HW2 due in class
Unit 4	10.15	Causal research	Read Ch. 13 (sufficient to scan pp 332-341)	-GP1 due in class with peer review signed (If possible, email me your group assignment. I only need one per group with the peer review. If not easy, turn in on Thursday,10.17 -Unit 4 and 5 contest in class on Thursday – no online unit 4 quiz prior -Discuss GP2 in class Thursday
Unit 5	10.17 Class in Session	Questions & questionnaires	Read Chs. 11, 12	-All GP1 due in class, if did not email to me...Also, need to include Group Peer Review sheets with points -Go over HW1 and HW2 & Discuss GP1 & GP2 in class -For GP2, you should already be starting and have your visit to store scheduled as a group
	10.22	Continued	Prep for guest and upcoming HW	-Prep for Exam 1 in class -Unit 4 and Unit 5 competition in Class -HW3 given in class – Questions for Bill’s Visit -GP2 due Thursday (Check-In Today)
	10.24	Continued	HW3	-GP2 due -Guest – Bill Trovinger from Microsoft, (P&G) and HW3 due online prior to the start of class -Prep for Exam 1
	10.29	Exam 1		EXAM 1 in class
	10.31		Module reading and videos	-Exam 1 – Go Thru with Class -GP1 and 2 Discussion/Feedback -Go over Shark Tank Grp assignment -Marketing Trends (video) -Campaigns based on Research (reading in module)
Unit 6	11.5	Marketing trends & campaigns (research)	Articles, videos and Shark Tank Guidelines posted in unit 6 module and announcement on canvas	-Group project 3 Shark Tank - Check-In in class -Product/Brand and Initial Research to Conduct -Preview what reading Unit 6 Quiz will be on (from Unit 6 Module)
	11.7	Product-Market Fit, Funnel	Assigned reading in Unit 6 module	-Unit 6 on canvas before class 11.7 -Go over GP3 – Check-In and what will be due 11.14 -Will post instructions for GP3 next steps on 11.8
Unit 7	11.12	Slides from last class – to continue discussion Sampling	Be sure you are working on your GP3 project together	-Review Quiz 6 answers -Exam 1 handed back -GP3 go over in class – due Thursday -Chp. 14, 16-17 concepts (Will continue on Nov 19-21)
	11.14	Shark Tank pres GP3	Finish GP3 together – upload to canvas	-GP3 Check-In Due in class -Go over GP4 & 5 in class
	11.19	Shark Tank prep	Research for GP4; Slides and presentation for GP5	-Shark Tank group work in class; Research and plan out thru -Shark Tank presentations
	11.21	Shark Tank pres GP4	Research for GP4; Slides and presentation prep with groups	-GP4 update on research in class by each group -What is your group plan for Shark Tank presentation? -Final concepts and Preview Exam 2 Questions based on article/case
	11.26	No Class - Thanksgiving		Holiday
	11.28	No Class - Thanksgiving		Holiday
	12.3	Shark Tank and go over prep for Exam 2	Be prepared to present for Shark Tank Reading for Exam 2	-Shark Tank Presentations Begin -Exam 2 Prep
	12.5	Shark Tank and go over prep for Exam 2	Be prepared to present for Shark Tank Prep for Exam 2	-Shark Tank Presentations End -Last Class Day Wrap Up and Tradition -Exam 2 final prep
Finals	12.12	No Class, but online work due by 12.12	Prep for and take Exam 2	GP5 final written due via canvas by 12.12 at 11:59pm Exam 2 due online by 12.12 at 11:59pm