

**MKT 415.A14**  
**Marketing Research**  
**Stetson School of Business and Economics**  
**Mercer University**  
**Summer 2009 – Session I**

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**REQUIRED TEXTS:**

- Basic Marketing Research, Malholtra; Prentice Hall; 2e (2006c); ISBN: 013-152-5425

**COURSE DESCRIPTION:**

- Examination of the process, role, and function of marketing research, including research problem formation, research methods and procedures, data acquisition, sampling theory and practice, data analysis, presentation of results, ethical issues, and application for each of the above.
- Prerequisite: MKT 361

**COURSE OBJECTIVES:**

- The Marketing Research course is designed to acquaint the student with marketing research skills in an applied setting. It is expected that the student should develop the ability to define research problems, design research instruments, collect data, analyze the data, and develop appropriate solutions and recommendations from a marketing perspective. The course will also heighten our awareness of ethical, technological, demographic, and global issues in regards to marketing research activities.
- ✓ Develop an applied marketing project.
- ✓ Develop oral communication and presentation skills.
- ✓ Develop written communication skills.
- ✓ Develop analytical and problem solving skills.
- ✓ Develop creative thinking.

**EXAMS, CLASS PARTICIPATION, & UNIVERSITY POLICIES:**

- There will be two exams given during the semester. Each exam will be worth 100 points. All exams will include short answer/essay types of questions. Material for the exams will come from the text, lectures, discussions, articles read in class, films/videos, and/or presentations from guest lecturers.
- Class participation and attendance is strongly encouraged. In fact, all class sessions may involve discussions or classroom assignments that require the participation of all students. You obviously have to be in class to receive credit for these presentations and assignments.
- Please refer to the student handbook in regards to student conduct.
- Please refer to the following web site [http://www.mercer.edu/stu\\_support/swd.htm](http://www.mercer.edu/stu_support/swd.htm) for information regarding disability services.
- Inclement Weather: If severe weather occurs, classes will be canceled in accordance with the Associate Provost's decision of Mercer-Atlanta. Call the Mercer weather phone for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

## COMMUNICATIONS SKILLS PHILOSOPHY:

- Oral and written skills (presentation, grammar, spelling, typographical layout, etc.) are an important component of this course, as such, they are also an important component in the grading criteria. For all oral/written assignments and projects, the assessment of communication skills can account for approximately 20% of the overall assignment or project grade.

## CASE STUDIES:

- There will be 4 case studies during the semester. Each Case Study will be worth 25 points. The case studies will be worked on individually and may include a combination of short reports, creative designs, and some type of statistical analysis.

## COURSE PROJECT:

- You will be required to work on a course project. You will perform the research and develop the critical thinking necessary to create a marketing research plan that will address some specific question or problem regarding a topic of interest [possibly University Issues- Such as: 1) increasing attendance at Mercer sporting events, 2) making student government more effective, 3) improving student life, 4) library effectiveness, 5) satisfaction with School of Business, etc.]. The topics are almost limitless. The final report will be between 8- and 10 pages in length, double spaced, 1 inch margins, 12 point font, with a cover page, executive summary, table of contents, and conclusions/recommendations section. The report shall contain a copy of the questionnaire device utilized, statistical output, and all appropriate analysis. The report shall be well written, and professionally developed as if you were going to present the document to your boss. The final report and presentation will be due on **Tuesday, July \_\_\_\_**.
- The structure of the report is as follows:
  - ❖ Problem Definition
  - ❖ Research Objectives
  - ❖ Background Investigation
    - ◆ Situation Analysis
  - ❖ Exploratory Designs
    - ◆ In-depth Interviews
    - ◆ Focus Groups
  - ❖ Research Designs
    - ◆ Descriptive (Survey)
    - ◆ Causal (Experiments)
  - ❖ Questionnaire Design
  - ❖ Sampling Plan
  - ❖ Data Preparation & Analysis
  - ❖ Conclusions and Recommendations

**GRADING:**

- The following grading scale will be used to determine your grade at the end of the semester:

**Course Requirements**

Examinations:	200 points
Cases:	100 points
<u>Project:</u>	<u>150 points</u>
Total:	450 points

**Course Grading Scale**

90 – 100% = A
88 – 89% = B+
80 – 87% = B
78 – 79% = C+
70 – 77% = C
60 – 69% = D
Below 60% is a failing grade

**TENTATIVE CLASS SCHEDULE – MKT 415 – Su08-I**

Date	Day	Topic	Assignment
5/28	Th	Course Introduction	None
		Intro to Marketing Research	Ch. 1
		Defining the Problem	Ch. 2
		Research Design	Ch. 3
6/4	Th	Exploratory Research: Secondary Data	Ch. 4
		Exploratory Research: Syndicated Data	Ch. 5
		Exploratory Research: Qualitative Research	Ch. 6
6/11	Th	Descriptive Research: Survey and Observation	Ch. 7
		Causal Research: Experimentation	Ch. 8
		Measurement and Scaling: Comparative	Ch. 9
		Measurement and Scaling: Non-Comparative	Ch. 10
		Case 1	<b>Case 1 Due</b>
		Review for Exam	<b>Study</b>
6/18	Th	Mid-Term Exam	<b>Study for Exam</b>
6/25	Th	Questionnaire and Form Design	Ch. 11
		Sampling: Design and Procedures	Ch. 12
		Sampling: Sample Size	Ch. 13
		Case 2	<b>Case 2 Due</b>
7/2	Th	Field Work: Data Collection	Ch. 14
		Case 3	<b>Case 3 Due</b>
7/9	Th	Data Preparation	Ch. 15
		Data Analysis: Frequency, Hypothesis Testing, Cross Tabs	Ch. 16
		Data Analysis: Correlation and Regression	Ch. 18
		Report Preparation	Ch. 19
		Review for Final	<b>Study</b>
		Case 4	<b>Case 4 Due</b>
7/16	Th	<b>Final Exam</b>	<b>Study</b>
		<b>Course Project Due</b>	<b>Write</b>

☺ **The Instructor Reserves the Right to Make Any Changes to this Schedule and Syllabus with Notice to the Students!**