



Stetson School of Business and Economics  
**Atlanta**

**MKT 415.A12: Marketing Research**

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<b>Instructor:</b>	Etienne Musonera, PhD	<b>Where:</b>	SSBE -Atlanta
<b>Office:</b>	SSBE 210	<b>When:</b>	Tuesday 6:00-10:15 PM
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**Course Description:**

A study of the methods and procedures designed to provide management with information on which decisions are made; the gathering and analysis of data in business and public organizations are primary emphasis; topics include the use of secondary data and appropriate sampling and research methodologies for collecting primary data.

*Prerequisites: MKT 361; MAT 226 or MATH 220*

**Course Objectives:**

Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example, a marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process; a significant portion of the course is the development and execution of a marketing research project. Every effort will be made to tailor the emphasis and pace of coverage in each class to individuals' diverse background and career objectives. Therefore, you will be involved in a team project to conduct a full marketing research project, including the development and presentation of a research proposal, and executing your research project (collecting and analyzing primary data, and presenting your recommendations).

**Required Text and Materials**

- (1) Churchill, Gilbert A., Jr., and Tom J. Brown, and Tracy A. Sutter (2008), *Basic Marketing Research*, 7<sup>th</sup> Edition. Mason, OH: South-Western Publishing

**Assignments:** From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments require individual effort and will be due during the next class period.

**Exams:** Two exams will be given. The exams will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the text.

**Class Participation:** I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings, case analyses, etc., when you arrive at class. You must attend class to successfully complete the course; **telephone me or send an email message if you must be absent**. At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

**Research Project:** Marketing research is best learned by actually conducting research. Accordingly, you are required to identify a marketing research problem for an organization or company and to complete a research project that provides decision makers with solid information with respect to the opportunity or problem at hand. You will work in groups (groups will be organized during the first or second class session).

During the course of the semester, your group will be required to turn in three written reports, the Research Request Agreement, the Research Proposal, and the Research Report. In addition, you will present your final results to your classmates.

The Research Request Agreement will detail precisely the nature of the client's research problem. This report, not to exceed 5 pages, should review the nature of your discussions with your client, provide background on the situation, and define the research problem(s). (An example Research Request Agreement is included in chapter 4 in the text.) Please note: I expect your projects to address meaningful issues and will reject projects that lack merit. If there is a question about this, please see me prior to the completion of the first report. You will also be required to overview the research problem(s) for the class.

The Research Proposal will include (a) a summary of the decision problem and research problem(s) being addressed, (b) a comprehensive discussion of secondary data and/or exploratory research conducted and (c) a complete discussion of the research design, data collection method and forms, and sampling plan for your project. This report (roughly 15 pages plus appendices) is to provide the rationale for decisions you have made and will serve as a summary of the project prior to data collection. (An outline is available in chapter 4 in the text.) In addition, your group will present an overview of your project's research design to the class.

## **Research Report**

The Research Report will provide a written summary of the complete project. (An outline is available in chapter 21 in the text.) The emphasis will be on the results obtained and your interpretation of these results. The Research Report should be written for the client such that he/she can easily see how your research has provided answers to the research problem(s). Managers are typically not interested in flashy displays of numbers, graphics, etc.; rather, they want to see answers presented in an easy-to-understand format. You should present these answers via whatever means allow you to best communicate the information (e.g., graphs, tables, figures, text). Remember that, in general, you will be writing to managers, not other researchers. One appropriate technique is to discuss the results in the text of your report, using only those numbers and charts necessary to support your comments, and to provide more complete information about data, analyses, etc., in a technical appendix. The final Research Report is due at the time of the Oral presentation during finals week (see schedule). Late papers will be severely penalized (this goes for all reports and assignments).

## **Oral Presentation**

Groups will make oral presentations of their projects to the class during the final week of classes. You should assume that you are presenting your results to the managers of the company or organization for which the project has been conducted (and, in fact, some groups may have the opportunity to actually do such a presentation). Again, you should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates. The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

***N.B. The research project is the single most important part of the course. It will take tremendous effort on your part, but the rewards can be great. As you work with your client organization or company, please keep in mind that your reputation and the reputation of our school are on the line.***

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**Notes:** (1) To analyze your data you will need to use a statistical software package (e.g. SPSS). I do not expect you to be familiar with SPSS software, but I do expect that you are computer literate and can easily learn to use it. (2) If any member of this class feels that he/she has a disability and needs special accommodations of any nature, you should contact me or the Office of Student disability Services. Reasonable accommodations will be made to ensure that you have a fair opportunity to perform in this class.

## Course Evaluation

Your grade will be determined by your performance on two exams, various assignments, class participation, and a comprehensive group research project. The point distribution for the course is as follows:

Class Participation, Assignments and Discussion	10%
Exams (2)	60%
Research Project:	30%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

**Your final grade for the semester will be based on the following percentage scale:**

<b>A</b>	<b>B+</b>	<b>B</b>	<b>C+</b>	<b>C</b>	<b>D</b>	<b>F</b>
90.0% +	85.0% - 89.90%	80.0% -84.9%	75.0%- 79.9%	70.00%-74.9%	60.0% - 69.9%	≤ 59.9%

### **Mercer University Disability Statement:**

Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to Richard Stilley, Assistant Dean of Campus Life, 678-547-6823, for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. To take full advantage of disability services, it is recommended that students make contact, immediately. The office is located on the second floor of the Sheffield Student Center in Room 212.

### **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 line for information about class cancellations—(678) 547-6111 (Atlanta) or listen to WSB 750 AM.

## **Expectations**

Students will have opportunity to demonstrate their understanding of the material through research project, assignment (cases), exams, and individual participation. It is your responsibility to: (1) come to class on time; (2) read and understand the material in the text; (3) do the homework; (4) take an active part in the class; (5) and study early for any tests or exams. Attendance will be taken at the beginning of each class and please turn in all your assignments on time. Emergencies do happen and I know that no one can foresee all possible occurrences. If you have any, please notify me preferably by e-mail or telephone as soon as possible.

Teamwork will be required in this class. In case you do not work collaboratively or fail to participate in team project/assignments, your grade will be reduced.

## **Academic Honesty**

Any student that engages in any form of academic misconduct, including plagiarism, will be subject to the maximum allowed disciplinary action including suspension and expulsion. The minimum penalty will be a zero on the assignment. Plagiarism is the use of ideas, facts, phrases, or additional information such as charts or maps, from any sources, without giving proper credit to the original author. Using direct quotations, paraphrases, or reproductions of any material that is not the student's own authorship without citation is also considered plagiarism. Failure to reference any such material used is both ethically and legally improper. If you are unsure what constitutes academic misconduct, please consult the Mercer University 2009-10 Catalog under the heading Academic Information [or see pg 50].

## **Class Policies**

Each student is expected to read the assigned readings, prepare assigned cases, and participate in class discussions. It is the student's responsibility to reconcile any differences or conflicting material between the classroom and the textbook, if any. The student is also responsible for all announcements which are made using Blackboard.

## **Class Schedule:**

Week	Lecture/Class Activity	Project Activity
1	- Introduction/Syllabus- - Ch.1: Role of Marketing Research -Ch. 2 & 3: Gathering Marketing Intelligence - <b>Case 1: Barbecue Blues Sauce Company, p. 513</b>	Project overview; Group formation
2	-Ch. 4: Problem formulation -Ch. 5: Types of research design and exploratory research -Group Projects - <b>Case 2: Kinshasa Abroad – African Cuisine and Culture , p. 515-</b>	Problem Definition; Meet with client; Research design
3	Ch. 6: Descriptive and Causal Research designs Ch. 7: Secondary data - <b>Case 5: Student Computer Lab, p. 518-522</b>	-Hand in research request agreement -Data collection method
4	-Ch. 9: Collecting Primary data -Ch. 10: Collecting Information by Communication - <b>EXAM 1</b>	Data Collection Forms <b>EXAM 1</b>
5	-Ch. 11: Collecting Information by observation -Ch. 12: Asking Good Questions (Measurements Basics) -Ch. 14: Designing the questionnaire/ Observation form - <b>Case 6. Chestnut Ridge Country Club, p. 523-527</b>	-Hand in Research Proposal
6	-Ch. 15: Developing the sampling Plan -Ch. 16: Determining Sample Size -Ch. 17: Collecting the Data - <b>Case 8: Premium Pizza Inc., p. 530-534</b>	-Design sample -Data Collection, coding, entry, analysis
7	-Ch. 18, 19, 21 -Data Analysis; Hypothesis Testing; Research Reports	-Preliminary Research Report
8	- <b>EXAM 2: Final Exam</b> - <b>Project Due &amp; Presentation</b>	<b>Oral Presentations</b> <b>Final Research Reports Due</b>

***NB: Syllabus, schedule and contents are subject to revision at the instructor's discretion, and I reserve the right to make any changes to this schedule and syllabus with notice. My objective is for you to be successful in this course. If you do not understand a topic after appropriate study, please contact me. Please feel free to ask questions in or outside of class.***