

MARKETING 3710.001: MARKETING RESEARCH AND ANALYTICS

Spring – 2023

Professor:

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Office Hours: By appointment anytime Monday to Friday between 9:00 and 5:00

TEXTBOOK (optional): Marketing Research, 9th Ed, Alvin C. Burns and Ann Veeck

CLASSROOM: BLB 245

CLASS TIME: Tuesdays & Thursdays, 12:30 PM – 1:50 PM

This course will immerse you in the study and practice of marketing research and analytics. First, you must shift your perceptual focus. No longer think as if you are consumers, but instead, as if you are the creators of products/services. You will learn market-research based marketing decision making (e.g., segmentation, targeting, positioning, profitability management, and assessing and ROI of marketing campaigns) using qualitative and quantitative analysis techniques.

Enrollment Requirements: Must complete DSCI 3710 and MKTG 3700 (must be completed with a grade of C or higher prior to enrolling in MKTG 3710).

LEARNING OUTCOMES

- Appreciation of the role of marketing research as part of a company's marketing and branding efforts.
- Understanding of the marketing research process and knowledge about marketing research and analytics, customer research, segmentation, execution, measurement, and evaluation.
- Market-research based marketing decision making (e.g., segmentation, targeting, positioning, marketing planning, profitability management, and assessing and ROI of marketing campaigns) using qualitative and quantitative analysis techniques.
- Enhance knowledge and skills in data-based decision making, qualitative and quantitative analysis, statistic, and marketing intelligence in the context of marketing application. Uses hands-on experiential learning methods to impart and strengthen the required skills and knowledge

COURSE FORMAT

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing research), and in class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

COURSE POLICIES

Reading assignments/class notes:

You are expected to come to class prepared. I strongly encourage you to bring the PowerPoint slides posted on Canvas (<https://unt.instructure.com>) with you to class. The slides will be posted no later than 12:00 PM the day before each class. The PowerPoint slides are designed to aid your note taking. As such, they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

CAPP (Class Attendance, Participation, Professionalism):

Lectures cover important topics from the text plus other material not covered in your textbook.

Therefore, it is strongly recommended that you attend class. You are responsible for all announcements and material covered in class, regardless of the reason for class absence.

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by **reading the assigned text prior to class** and being alert to the various marketing activities and reports around you while shopping, watching television, surfing the internet, etc.

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals and side conversations are rude, unprofessional, and distracting to your fellow students and instructor. Walking in and out of class, once class has begun, is also disruptive to everyone's learning environment.

Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Attendance

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to

campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

TECHNOLOGY REQUIREMENTS:

Software Used: In this class, SPSS will be used for data analyses. You should quickly familiarize yourself with SPSS since you will need to use it to complete your assignments and research project. A series of introductory sessions will be conducted to get you started.

E-mail: You will need an e-mail address (**I will only respond to the UNT outlook e-mails**) and the ability to access the Internet. You will also need storage devices to save projects and download information.

Knowledge of word processing, spreadsheet, and Power-point software is necessary.

Computer labs: There are several computer labs in BLB and other campus locations. You may access the software (i.e., SPSS) necessary for this class at any of these labs. Keep in mind that computer labs fill up during peak times during the semester and approaching the end of the semester. Be sure to manage your projects so that you can obtain access to them in a timely fashion.

COURSE ASSESSMENT OF LEARNING

Exams:

There are two exams in this course. These exams are designed to test your understanding of the basic terminology as well as your depth of understanding of important concepts. Exams cover PowerPoint slides, handouts, plus all topics discussed in class. The exams are cumulative.

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me NOW or IMMEDIATELY upon knowing the conflict. I will make every effort to schedule an earlier make-up exam. Having more than one other exam on the same day is NOT a legitimate reason for re-scheduling an exam.

Notification of needing to miss an exam must be given prior to the exam. No exceptions! Failure to give notification results in an automatic 15% deduction for that exam and is computed into the student's overall average.

Group project:

You will form groups of 2-3 students to work on a group project that will entail working on a marketing research in any area you want. The project will be broken down into key deliverables (noted on the schedule) to ensure timely completion. Further details will be provided during the semester. A final written report and presentation are required from each group. All group members must be present for the final presentations. Peer review of each group member will be solicited as input to each member's project grade.

Course evaluation:		Grading Scale:	
Exams 1,2 (2@100)*	200	90% and above	A
Final report**	150	80%-89.9%	B
Final presentation	100	70%-79.9%	C
Research participation***	50	60%-69.9%	D
Total	500	59.9% and below	F

Late submission will have 15% penalty.

Your group project is graded based on each of the following assignments:

Research proposal	Questionnaire	Data collection and analysis	Final report	Peer evaluation
25	25	25	50	25

*** In order to pass the course, you must obtain more than a 50% in at least one exam. If you obtain less than 50% in all exams you will automatically fail the course.**

****Peer Evaluations:**

In order to avoid the “free-rider”, two peer evaluations are due with the midterm report and on the day of the final presentations. Each of you will have to complete it and hand it in. You will only evaluate your peers’ work, contribution, and effort... *not your own*. The **midterm** peer evaluation will be used **for informational purposes only**. The final peer evaluation by each student’s teammates will be **considered in order to weight the group project grade assigned to each team member**. *The index created by the peer evaluation depends on how each team member distributes the total work effort (100%) among their teammates without evaluating themselves.*

*****Research Participation:** Business research is a field of study in which a company obtains data and analyzes it in order to better manage the company and understand customers. Research on aspects related to a business, can help predict consumer trends, project sales, spot opportunities, and avoid potential problems. As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members of the Department of Marketing and Logistics. Your participation in this research will make up **10%** of your final class grade (50/500 points).

To fulfil the requirement, you must create an account on the College of Business REP webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. The amount of credit assigned will be based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):

- Short online studies (5-15 minutes) earn 1 credit
- Medium online studies (15-30 minutes) earn 2 credits
- Long online studies (30-45 minutes) earn 3 credits
- On-campus, lab studies (30-45 minutes) earn 5 credits

To fulfill the 10% (50/500) course requirement, you must earn a total of **10 REP** credits throughout the semester (i.e., 1 credit = 5 points, or roughly 1 percent of your final grade). **I do not allow double dipping. This means, you need 10 credits for this class that cannot be shared with another**

class. All credits earned will be added to your final course grade at the end of the semester. Partial credits will be counted (e.g., if you only complete 7 credits you will earn 35/50).

AGAIN: To sign up, please visit unt-cob.sona-systems.com. DO NOT sign up for the SONA in the Psychology Department! Use the CoB SONA link provided above. If you have questions, DO NOT contact me. Contact the behavioral lab manager by email at COB.REP@unt.edu. Your questions will be addressed promptly.

Please Note:

- 1) Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about newly posted studies.
- 2) Make sure you assign your credits to the correct course. This course is: MKTG 3710.001 .

Deadline for Participation

Spring 2023 Spring semester: April 28th, 5:00 PM.

Thanks in advance for your participation! Have a great semester!

No grades will be given out via e-mail or left on voice recorders due to student confidentiality.

Please do not hesitate to contact me if you are having problems in this course. Do not wait until the “next exam” or the “end of the term” if you need help.

Academic Dishonesty:

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is also considered as plagiarism. You should synthesize this material in your own words and provide a footnote. Your professor will specify what materials, if any, may be used on the tests and exams.

Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

UNT policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.”

Emergency Evacuation Procedures for Business Leadership Building:

Severe Weather: In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire: In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of

your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.

Final Note

It may be necessary to revise this syllabus to meet students’ or university needs. I reserve the right to revise the syllabus if the need arises and will notify you of any changes.

SCHEDULE

The following is the schedule for the semester and is subject to change at my discretion. It is the student's responsibility to be aware of announced changes to this schedule.

<u>DATE</u>	<u>TOPIC</u>	<u>CHAPTERS</u>	<u>Group Project deadlines</u>
Tuesday: 1/17/2023	Introduction to the course Introduction to Marketing Research The Marketing Research Industry	1	
			Group and member names due before class on Thursday, 1/19/2023
Thursday: 1/19/2023	The Marketing Research Process	3	
			Proposal due before class on Tuesday, 1/24/2023
Tuesday: 1/24/2023	Research Design and Types of Research Designs	3, 4	
Thursday: 1/26/2023	Secondary Data Collection.	5	
Tuesday: 1/31/2023	Qualitative Research Techniques	6	
Thursday: 2/02/2023	Survey Data Collection Methods I	7	
Tuesday: 2/07/2023	Survey Data Collection Methods II	7	
Thursday: 2/9/2023	Measurement, developing questions, questionnaire design I (qualitative and quantitative)	8	
Tuesday: 2/14/2023	Selecting the sample	9	
Thursday: 2/16/2023	Group Discussion		
			Questionnaire due before class on Tuesday, 2/20/2023
Thursday: 2/21/2023	Determining the size of a sample	10	

Tuesday: 2/23/2023	Fieldwork, data quality, Nonresponse errors Data Analysis I - SPSS	11	
Thursday: 2/28/2023	Exam 1		
Tuesday: 3/2/2023	Data Analysis I - SPSS Data Analysis Descriptive statistics	12-13	
Thursday: 3/7/2023	Guest Speaker		
Tuesday: 3/9/2023	Group Discussion		
Thursday: 3/21/2023	Data Analysis V – association, relationship	14	
Tuesday: 3/23/2023	Data Analysis VI – association, relationship tests	14	
Thursday: 3/28/2023	Data Analysis VII - regression	15	
Tuesday: 3/30/2023	Data Analysis – Qualitative data – theme determination		
Thursday: 4/4/2023	Group Discussion		
Tuesday: 4/6/2023	Content Analysis	Hand-outs	
Thursday: 4/11/2023	Data Analysis – Quantitative/Qualitative data – Content Analysis II	Hand-outs	
Tuesday: 4/13/2023	Guest Speaker		
			Data collection and analysis due midnight, Tuesday 4/18/2023
Thursday: 4/18/2023	Course wrap-up and revisions for final Group Presentations		

Tuesday: 4/20/2023	Group Presentations		
Thursday: 4/25/2023	Group Presentations		
Tuesday: 4/27/2023	Group Presentations		
Thursday: 5/2/2023	Exam II		