MKTG 3710-002
Marketing Research and Analytics
Fall 2017

Instructor | Lydia Njoroge
---|---
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Office hours | TBD
Email | Lydia.Njoroge@unt.edu
Phone | (940) 565-3130 (Department)
Course Title | Marketing Research and Analytics
Course Call Number | MKTG 3710-001
Course CRN | 1512
Credit Hours | 3
Classroom | BLB 255
Class Time | Monday & Wednesday at 2:00-3:20PM
Prerequisite courses | MKTG 3650, MKTG 3700 & DSCI 3710

Note: The information in this syllabus is subject to change if necessitated by unforeseen circumstances. Any changes will be announced in class and via Blackboard/e-mail.

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I. Course Details

a. Course Description (from UNT Catalog)
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.

Prerequisite(s): MKTG 3650, MKTG 3700, & DSCI 3710

b. Course Objectives (What I want you to learn).
1. Review basic statistics concepts
2. Review library resources
3. Appreciate the difference between Marketing and Market Research
4. Correctly identify and define a research problem
5. Identify data types, characteristics, and sources
6. Identify data collection techniques
7. Introduction to Qualtrics
8. Understand basics of survey building
9. Understand samples and sampling techniques
10. Introduction to statistical packages (SPSS, Excel, Minitab)
11. Perform data analyses to address research problems
12. Draw conclusions and make managerial decisions based on your results
13. Professional presentation of results and decision

II. Contacting the Instructor
Throughout the semester, you may need to get in touch with me. Email is both the fastest and preferred method of communication. When contacting me via email be sure to use the following steps:

- The subject line needs to include 1) MKTG 3710, 2) which section you are in (001, 007, or 777), and 3) the topic or reason of your email
  - Example: MKTG 3710-001 Fall 2017 – Exam Question
- Send all emails from your official UNT account.
- Send all emails to Lydia.Njoroge@unt.edu
- Do not use text message slang or abbreviations.

Emails without an appropriate subject line or sent from non-UNT accounts (i.e. Yahoo, Gmail, etc.) will be deleted immediately. It is your responsibility to contact me in a professional and timely manner (at least 24 hours before deadlines) if you have questions, comments, or need
assistance. Please review the email section of BB for further instructions. As per university policy, grades will not be discussed via email. If you need to discuss this subject, please come by during office hours or make an appointment. Please be aware the phone number does not go to me. It goes to the department’s administrative assistant.

**III. Electronics**

All electronics must be turned off AND put away before the start of class. Exceptions to this rule will be made on a case by case basis. If you wish to use your laptop or other electronic devices during class, you must submit a written request within the **first two weeks of class**. After this time period has lapsed no further exceptions will be allowed. Every effort will be made to accommodate technology for disabilities. The instructor reserves the right to rescind permission to use electronics for any reason.

Cellphone calculators will not be allowed during class or on exam. Please acquire a calculator that has square root and exponent functions. Students will not be allowed to share calculators during exams.

**IV. Classroom Behavior & Etiquette**

During the one hour and twenty minutes of class, students are expected to be awake, alert, and focused on the task at hand whether that be taking notes on the lecture, participating in a group discussion, or quietly taking an exam. Students who are not engaged in the course will lose attendance points and/or may be excused from class. Checking Facebook, sleeping, or texting in class are all examples of way to lose full attendance credit.

It is extremely important that people be able to express themselves during class discussions. To this end, I expect students to raise their hand when they would like to share a comment or raise a question. When someone is speaking, I expect everyone to give that person their full attention. You do not have to agree with someone else’s opinion, but you do need to be respectful of them. A comment from a student or guest lecturer could easily become an exam question.
V. Student Evaluation & Grading

Grades

Your grade will be comprised of three components: 1) attendance, 2) exams, and 3) a final project. Each component will be weighted as shown in the table below. An excel file has been posted in Blackboard so that you may track your progress throughout the duration of this course. Please be aware that this class is not designed for you to coast to an ‘A.’ You will need to be diligent and pay attention to detail if you would like to earn an A.

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<thead>
<tr>
<th>Item</th>
<th>#</th>
<th>Value</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attendance</td>
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<td>10%</td>
</tr>
<tr>
<td>2. Exams</td>
<td>5</td>
<td>100</td>
<td>50%</td>
</tr>
<tr>
<td>3. Project</td>
<td>1</td>
<td>100</td>
<td>40%</td>
</tr>
</tbody>
</table>

Attendance

Attendance is required. Attendance will always be taken at the start of each class. In order to receive full credit for attendance you will need to be 1) On-time, 2) in your seat, 3) have electronics silenced and put away, 4) cease all conversations not directly related to that day’s lecture, and 5) have your book in class. If you do not have your textbook, you will receive no attendance points for that day. If you are unable to buy your book due to financial constraints, you need to let me know before the second class meeting. Attendance may be taken a second time during the same class period. Students are expected to be awake, prepared, and ready to participate in class discussion.

Your attendance grade will be reduced by half if you are 1) late, 2) using your phone, 3) using unapproved electronic devices (including, but not limited to, laptops, cellphones, pagers, iPods/iPads, headphones, & earbuds), 4) sleeping, 5) leave early, 6 and/or being disruptive to class. Full attendance points will be revoked if any of these actions occur during the same class period a second time. If there is a third disruptive incident within the same class period, you will be excused to the office of the Dean of Students to explain your behavior. Each day that you neglect to bring your textbook with you will result in a zero for attendance.

Absences

Students have 2 absences before their grade will be negatively affected. Each absence after the first two will lead to a half letter grade deduction on the student’s final grade. This means your third absence will result in five points being deducted from your final grade. Your fourth Absence will result in ten points being deducted from your final grade.

The primary difference between excused and unexcused absences in this course is being allowed to make-up exams. All work missed due to an unexcused absence will receive a zero. You are expected to keep me informed about events that may cause you to miss exams or project
due dates. Telling me the night before an exam that you are going on a family vacation is 1) not enough time for me to do anything and 2) not an excused absence.

**Excused.** Excused absences include university excused absences (death of an immediate family member, participation in an authorized activity as an official representative of the university, and crisis situation that is documented and approved by the Dean of Students Office). Other unforeseen circumstances may have grounds for being excused. You must submit a detailed letter of why you were absent as well as any supporting documents before the next class to have your absence excused. After that class period is over, no non-university excused absences will be taken.

**Unexcused.** All unofficial student functions (Family vacations, Greek society events, sporting events not sanctioned by the university, etc.) are unexcused.

**Exams**

There will be 5 exams, including the final, during this course. The first four are mandatory. The final is mandatory if you miss any of the first four exams. No make-up exams are given without a documented excuse. Otherwise, the final may be used to replace a previous exam grade. Your four best exams grades will be used to compute your grade if you take the final. Exams may be a combination of multiple choice, true-false, matching, or short answer. Exam will be approximately 50-60 questions in length. You will have whole the class period to complete the exam.

If you have any questions about the exam or problems with your grade you must submit a statement in writing (email) within 2 days of grades being posted. After that time, no adjustment will be made for any reason. If you do poorly on the exam, do not wait until the last exam to talk to me about how you can improve your grades.

On exam day, there are no bathroom breaks, no hats, beanies, or other head covering devices (that do not serve a religious function), and no cell phones.

**Cell Phone & Exams.** There are three policies for cellphone and exams: 1) If a student cellphone goes off during regular class, the easiest exam question will be removed and replaced with a hard question, 2) If the instructor’s cellphone goes off during class, the hardest question will be removed and replaced with an easy question, 3) If your phone goes off during an exam, your grade will be reduced by one letter. To enforce policy three students have two options during exams: 1) they may leave the cellphones on the instructor’s desk face side up or 2) they may keep their phone with them. If a phone on the instructor’s desk goes off only that specific student with be penalized. If a phone goes off that is not on the instructor’s desk and no one steps forward, then all students who elected to keep their phones will be penalized.

**Project**

You will conduct a basic research project over the course of this semester. The project will be broken into 4 parts that will be turned in throughout the semester. Your work will be due every few weeks by 5:00PM on Friday. Late and/or incomplete work will be severely penalized. After 24 hours, no late work will be accepted. The instructions and template for the project are available on BB. The project may be done in teams of two or three.
Submitting work that is not your own for any part of the project will result in a ZERO for the final project grade. This includes examples provided by the instructor and examples discussed in class. Part of your job in research is to create new knowledge and new information. This is a new skill set you need to refine throughout this course. If you are having trouble, contact me in a timely manner. If you wait until the night before your project is due to contact me, you are unlikely to hear back from me before the deadline.

If you have any technical issues, it is your responsibility to contact Blackboard Support in a timely manner. Their contact information is posted in the course content section of BB. All work must be submitted via Blackboard to be considered for a grade. Do not email me your work as an attempt to submit it for a grade unless you have explicit written instructions to do so.

**Extra Credit**

There may be up to three opportunities to participate in research for extra credit. The value of the extra credit will be determined before it is made available. Students who do not wish to participate may request an alternative assignment (typically an essay).

Students forfeit **all extra credit opportunities** (completed and future) if 1) they use electronics in class that have not been approved and/or 2) have excessive absences. This includes exam extra credit, the running extra credit, research participation, and any other opportunities offered throughout the semester.

**University Statements**

**Academic Integrity**

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

ADA/ODA Statement

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, see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Student Perceptions of Teaching (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available December 4 – December 11 to provide you with an opportunity to evaluate how this course is taught. For the summer 5W1 2017 semester you will receive an email on June 30 (12:01 a.m.) from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at www.spot.unt.edu or email spot@unt.edu.

Succeed at UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show Up. Find Support. Get Advised. Be Prepared. Get Involved. Stay Focused. To learn more about campus resources and information on how you can achieve success, go http://success.unt.edu/.
## Course Schedule

<table>
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<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter(s)</th>
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<td>8/28</td>
<td>Syllabus</td>
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<td>Stats Review</td>
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<td>12/13</td>
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Introduction & Syllabus Contract

Name: ____________________________
UNT Email Address: _______________________
Year: ________________
Major: ________________________

Why are you taking this class? ____________________________________________________

A good teacher is one who: _______________________________________________________
______________________________________________________________________________
______________________________________________________________________________

A good student is one who: _______________________________________________________
______________________________________________________________________________
______________________________________________________________________________

What do you think research is? Why? _____________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

What is one question you would like addressed during the semester? ______________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Is there anything else you would like me to know? _____________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Syllabus Contract

I, ______________________________ (print your name), state that I have read the syllabus for MKTG 3710. I have been informed of all the consequences that will happen if I do not follow the syllabus. If I have any additional questions or do not understand something, it is my responsibility to contact my instructor to receive clarification.

Signature _________________________  Student # _______________________

Are you part of any UNT sports team or club that might make you miss class?   Yes   No
If yes, please describe: __________________________________