

UNIVERSITY OF NORTH TEXAS
G. Brint Ryan College of Business
MKTG 3710-001 Marketing Research and Analytics
Spring 2026

Instructor:	Dr. Ruouou Li
Email:	Ruouou.Li@unt.edu
Class Hours:	Monday 10:00 am – 12:50 pm
Classroom:	BLB 005
Office Hours:	Monday/Wednesday 1:00pm – 2:00pm, or by appointment
Office:	BLB 358K

COURSE OVERVIEW

Marketing research facilitates managerial decision making by empowering companies to arrive at implementable insights. Thus, to stay competitive, it is critical for the companies to understand and internalize various components of marketing research (e.g., problem definition, research design, data collection, and data analysis). Accordingly, this course is designed to familiarize you with the marketing research process and how you can use marketing research to make informed decisions.

In the course, we will primarily focus on quantitative aspects of marketing research and how it could be used to address substantive marketing problems. This course investigates the theory and practice of marketing research, with an emphasis on its problem-oriented nature, and on how research activities are implemented by marketing researchers and used by managers.

COURSE OBJECTIVES

At the end of this course, you should be able to:

1. Understand the marketing research process
2. Decide research design for the marketing problem at hand
3. Decide appropriate data collection method
4. Decide appropriate sampling method or sampling technique for data collection
5. Have functional understanding of hypotheses testing
6. Perform relevant statistical analyses on your data
7. Interpret statistical output
8. Infer implementable marketing insights

PREREQUISITES

Must complete [DSCI 3710](#) and [MKTG 3700](#) with a grade of C or higher prior to enrolling in MKTG 3710.

COURSE MATERIALS

Textbook (Optional): *Essentials of Marketing Research* (6th Edition or previous editions) by Hair, Ortinau, and Harrison. McGraw-Hill, ISBN 9781265217181

The textbook should be used as an *additional resource* for students and will complement the material covered in the class in order to provide a deeper understanding of key topics. Students are strongly encouraged to read the assigned book chapters and reading materials (including the syllabus) *before class*.

Lecture Materials: PowerPoint slides and reading materials will be uploaded on Canvas.

Tools: Qualtrics (Login: <https://aits.unt.edu/qualtrics.html>)
SPSS (License and download: <https://aits.unt.edu/software/spss.html>)

COURSE ASSESSMENT	
Exams	400
Quizzes	100
Assignments	200
Final Project (SPSS Analysis)	150
Class Attendance and Participation	100
Research Participation	50
Extra Credits	25
Total	1025

GRADING SCALE	
Score	Letter Grade
above 900	A
800 – 899.99	B
700 – 799.99	C
600 – 699.99	D
below 600	F

Please note that your grades are **YOUR RESPONSIBILITY** and under no circumstances are they negotiable. **If you experience any issue or difficulty, please contact me as early as possible. Please do not wait until the end of the term to assess your course performance.**

Grade Appeal Policy: I will provide timely feedback and adopt a fair and equitable grading philosophy. Grades on exams and assignments are intended to reflect the overall quality of performance of the student(s). **If a student thinks a grade on an exam or assignment does not reflect his or her quality of performance, the student must submit a clear written explanation of the specific reasoning within one week after the return of the assignment or exam.**

The written document need not be long but must clearly identify the problem or issue of concern. Any grade appeals must be conducted **in writing via email**. I will carefully consider all such appeals. I reserve the right to re-grade all portions of an assignment or exam, which may result in either a higher or lower grade than initially earned. *There will be no grading appeals after the one-week deadline has passed.*

ASSESSMENTS

As a fundamental Marketing course, this class is **intensive** and requires **considerable** work from the students. In addition to the class hours, you should expect to put in two hours of reading, study and preparation for each unit of credit. For this 3-unit course, that means an expectation of an average of additional six hours of work outside the classroom each week.

In-Person Exams (200*2)

There will be 2 close-book exams. Exams will focus on the topics covered in class. Exams are in the form of multiple-choice and true-false questions. There will also be no “cheat sheets” and no internet-capable devices allowed in exams. Review sessions are scheduled to assist with preparing for the exams.

If you cannot take the exam during the scheduled time, you are required to submit a written note (for example, doctor’s note) certifying your inability to take it on the scheduled date and time prior to the exam. I do not offer make-up exams. Thus, if you miss the exam without rescheduling with me beforehand, you will receive a 0 for the exam.

Students have a week to discuss their grades on exams after grades have been posted on Canvas. The grades of each exam are final (not subject to any change) a week after being posted on Canvas.

In-Person Quizzes (20*5)

This course uses 8 quizzes to stimulate your continuous engagement with marketing research in general and with the course material in particular (e.g., textbook chapters and slides). These quizzes assess your knowledge of the content covered in lectures. Because it is not possible to cover every part of each chapter in class, students need to read the relevant chapters from the textbook **prior to** each class. I encourage students to take all quizzes. However, **I will only take 5 of your best scores** from the 8 quizzes and drop the 3 lowest ones. Each quiz is worth 20, totaling 100.

Quizzes have to be your individual work and any form of collaboration is not allowed. Sharing, emailing, or copying answers will be considered academic misconduct. Since your lowest 3 scores will be dropped, I do not accept makeup quizzes.

Assignments (100*2)

There will be 2 assignments. You need to turn them in on Canvas. In-class Q&A sessions are scheduled to help with assignments.

*Assignment policy: **These assignments have to be your individual work and any form of collaboration is not allowed. Sharing, emailing, copying answers, or using AI will be considered academic misconduct. 10% of the assigned grade will be deducted for late assignments. However, if the assignment is submitted with a delay of one week or more, then 50% of the grade will be deducted.***

Final Project (150)

The goal of this project is to develop your proficiency in using statistical program (i.e., SPSS) to analyze how marketing research data and solve real-world problems. The instructions will be posted on Canvas and discussed in class.

*Project policy: **This project has to be your individual work and any form of collaboration is not allowed. Sharing, emailing, copying answers, or using AI will be considered academic misconduct.** 10% of the assigned grade will be deducted for late submission. However, if the project is submitted with a delay of one week or more, then 50% of the grade will be deducted.*

Attendance and Class Participation (100)

Attendance will be taken every class that we meet. It is your responsibility to sign the attendance sheet before you leave.

2 absences will be excused without penalty. Each additional absence will lead to a 10-point deduction. Please contact me if you are unable to attend class because you are ill. It is important that you communicate with me prior to being absent, so I may make a decision about accommodating your request. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not “count.” Having tests, projects, papers, etc. in other classes is NOT a valid reason for class absence. You are responsible for all the material presented and all announcements made on days you are absent.

Each of you is also expected to contribute to the discussion and exercises in class. You are **strongly encouraged to participate** in the classes throughout the semester. The skills you acquire from participating in class will serve you well in your future positions, whether you pursue marketing as a career or not.

*** Please be respectful and mindful about other students in the class. Everyone comes from a different background and may have different levels of exposure to marketing research and statistics. Collectively, we can create a friendly and non-judgmental environment for everyone to learn.

Research Participation (50)

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process. Your participation in these research studies will make up **50 points** of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

To fulfil the requirement, you **must** create an account on the [College of Business REP](https://unt-cob.sona-systems.com) webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the [CoB SONA link](#) provided above.

The amount of credit assigned is based on the format and duration of the study.

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the course requirement, you must earn **5 REP credits** throughout the semester. You may earn additional **REP credits** for extra credits (see the Extra Credits section below). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

- ➔ To sign up, please visit unt-cob.sona-systems.com. If you have questions, **DO NOT contact me**. Instead, contact the REP Admin Team via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.
- ➔ Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: **MKTG 3710.001**.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 1st to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before April 24th.

Important Deadlines:

April 24th, 5:00 PM – Last day to participate in SONA for Spring semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA (May 1st).

Extra Credits (up to 25)

You can earn extra credits by participating in additional research studies discussed above. Each additional REP credit is worth 5 extra points, up to 25 points.

COMPUTER ACCESS AND TECHNOLOGY

All course-related materials and grades will be posted on the Canvas course website. Course announcements will be posted on the course website, so please check the course website frequently. Qualtrics and SPSS are required, and students have free access to these resources via UNT. Students will also submit all assignments and projects through Canvas.

COMMUNICATION

The best way to contact me outside of class is via email. Students who come to see me during office hours do not have to make an appointment. To see me at another time, please ask me for an appointment via email.

I will use Canvas or emails, as needed, to share information (e.g., course slides, directions for assignments, readings, syllabus, etc.) out of class. Please make sure to **access your account daily** and be familiar with the process of submitting and/or downloading materials.

Email Policy: Whenever you communicate with me through emails, do not forget to include **MKTG 3710: Spring 2026** as the email subject. Doing so will not only ensure that I don't miss your email but also, I will be able to respond to your emails in a timely manner.

ACADEMIC INTEGRITY AND AI POLICY

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 from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or 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 instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. 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 not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor 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 a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, 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 a request to discuss suspected academic dishonesty when 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's participation.

The use of any AI tools is prohibited in this class. Per UNT Policy 6.003, "the 'unauthorized' use of any person or technology that assists in a student's assignment, project, or paper is considered cheating under the UNT Student Academic Integrity Policy. Unless a professor or instructor gives explicit 'authorization,' AI cannot be used to complete assignments, projects, or papers. Doing so will result in a 'cheating' violation."

COURSE CODE OF CONDUCT

Students are expected to adhere to the following Codes of Conduct:

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation so we will work as a class to collaborate in ways that encourage inclusivity.

Respect other users. Be polite, open, and respectful in your online communications. Any abusive, offensive or inflammatory posts, or any comments that personally attack any individual will not be tolerated, will be removed, and additional actions might be taken, including your removal from the Course and the seeking of further disciplinary action, as needed.

- **Academic Integrity Standards and Consequences.** 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.
- **ADA Accommodation Statement.** UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

- **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 Canvas for contingency plans for covering course materials.

PRELIMINARY COURSE OUTLINE

Week 1: Jan 12

- Course Introduction
- Syllabus Overview
- Introduction to Marketing Research

Week 2: Jan 19

Martin Luther King Jr. Day - **No Class Meeting**

Week 3: Jan 26

- Research Problem
- Variables and Constructs
- Research Design
- **Quiz 1: Intro to Marketing Research**

Week 4: Feb 2

- Questionnaire Design
- **Quiz 2: Research Design, Variables, and Constructs**

Week 5: Feb 9

- Questionnaire Design (cont.)
- Intro to Assignment 1
- Scale Measurement
- **Quiz 3: Questionnaire Design**

Week 6: Feb 16

- Intro to Qualtrics (bring a laptop to class)
- Assignment 1 Q&A
- **Quiz 4: Scale Measurement**
- **Feb 20, 11:59 pm: Assignment 1 Due**

Week 7: Feb 23

- Exam 1 Review Session

Week 8: Mar 2

- **Exam 1**

Week 9: Mar 9-15

Spring Break - **No Class Meeting**

Week 10: Mar 16

- Experimental Design
- Sampling

Week 11: Mar 23

- Sampling (cont.)
- Basic Stats Review
- **Quiz 5: Experimental Design**

Week 12: Mar 30

- Intro to Assignment 2
- Hypothesis Testing
- T-tests
- **Quiz 6: Sampling**

Week 13: Apr 6

- ANOVA
- Chi-Square
- **Quiz 7: Statistical Tests**

Week 14: Apr 13

- Regression Analysis
- Introduction to Final Project
- **Quiz 8: Statistical Tests 2**
- **Apr 17, 11:59 pm: Assignment 2 Due**

Week 15: Apr 20

- SPSS Workshop (Online Recording) - **No Class Meeting**
- **Apr 24, 5 pm: SONA Research Participation Closes**

Week 16: Apr 27

- Final Exam Review
- **Apr 30, 11:59 pm: Final Project Due**

Week 17: May 2, 7:30 am to 9:30 am

- **Exam 2**