



Course & Location

MKTG 3710.501, Marketing Research & Analytics
Hybrid: Frisco Campus, FRLD 228 & Online via Canvas
Mondays 6:30 – 7:50 pm
August 17 – December 9, 2026

Instructor

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Office Hours: By Appointment

Course Materials

Essentials of Marketing Research, 6th edition by Hair Jr., Orinau, and Harrison, published by McGraw-Hill Education, ISBN 978-1-260-26046-5

SPSS software access from UNT lab in person, or remote in UNT lab using Citrix, <https://mylab.unt.edu> or <https://academictechnologies.unt.edu/services/computerlabs/request/remotely-connect-mylab-virtual-computer-lab#connect-to-computer>, or request a license from <https://licenseportal.unt.edu>. I recommend requesting the license.

Office Hours & Communication

I enjoy communicating with my students outside the classroom and an email to my UNT email address is the quickest way to communicate with me. Zoom sessions are available upon request. You may also text me at the number above – please do tell me your name in the text and class.

Course Description

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, statistics, and marketing intelligence in the context of marketing application. Uses hands-on experiential learning methods to impart and strengthen the required skills and knowledge. Broadly, it involves:

1. Identifying and defining the problem, both in terms of Marketing and Marketing Research (as opposed to symptoms)
2. Identifying and collecting relevant information or data (secondary and primary)
3. Analyzing and interpreting the data
4. Arriving at a conclusion or a solution
5. Communicating the process and findings to relevant stakeholders.

The problem is that there are no reliable 'how to' instruction manuals for making decisions. There are only broad guidelines. We become comfortable with this process and may even be adept at it only by doing it repeatedly. This is where this class comes in. Students will learn why, when, and how to conduct Market Research - primary and secondary data, data collection method, sampling, designing the data collection instrument or a questionnaire, measurement scales, sampling, and data analyses.



Course Objectives

This course is designed to introduce the students to the importance of information and data in decision making. The focus will be on learning by applying textbook knowledge using projects. In other words, projects, assignments, and cases will be pivotal for learning. In addition, this class is also designed to help students cope with uncertain situations faced by managers in the industry. Specifically, you will have an opportunity to:

1. Understand the role of information, marketing research and its processes, especially in the context of managerial decision-making.
2. Become familiar with what is done at each stage of a typical MR project, i.e., basic marketing research process. This involves problem formulation, research design, data collection and analysis, and presentation of findings.
3. Handle uncertain decision-making situations and arrive at a decision or a solution under such uncertain circumstances (often with imperfect and incomplete data/information). In other words, you will have to make decisions under uncertainty.
4. Find (including how to) and use a wide variety of secondary marketing research data, especially those available in electronic libraries and on the Internet and the world wide web.
5. Gain knowledge (hands on experience) of marketing research using projects. This involves using all aspects of marketing research including a computer-based statistical package (e.g., SPSS).
6. Understand the importance of measurement, scaling, and questionnaire design issues in Market Research.
7. Understand common sampling techniques and how sample size is determined for Market Research projects.
8. Perform and interpret basic MR data analysis using SPSS software (descriptive statistics, and basic tests of differences and associations).
9. Put together a Market Research Report in a format desired by managers.

Graded Assignments

Course Items with % Points of Grade		
Sona Research	150	10%
Discussions (10)	250	17%
Chapter Quiz (13)	195	13%
Journal (13)	325	22%
Cases (4)	400	27%
Final Exam	180	12%
	1500	

Grading Scale	
A	90%+
B	80-89%
C	70-79%
D	60-69%
F	<60%



Assignment Descriptions

SONA Research Participation

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 and learn about methods and scaling techniques. Your participation in these research studies will make up 10% of your final class grade. For more details, please assignment in Canvas.

Discussion Questions

There are 10 discussion questions throughout the semester. The initial response should be detailed (approximately 200 words) and cover the topic fully. Once your initial response is posted, you will be able to see your peers' responses. In addition to initial response, you will need to respond to at least 2 peers. This response should be more than "I agree/disagree" and further the discussion.

Chapter Journal

For each chapter, you'll write a short journal responding to the prompt in Canvas. Each prompt connects directly to the chapter's ideas, and your journal should be about 300 words written in your own voice.

These journals are meant to help you dig deeper into the material and get ready for class discussions, assignments, and the exam. They also give you space to think critically about how marketing research actually works in real business situations.

Chapter Quiz

There is a homework assignment as a quiz with each chapter that include 15 multiple-choice or true/false questions over material in the chapter. Each will need to be completed online via Canvas by 11:59PM on the due date.

Cases Studies

Throughout the course, you will complete 4 case assignments designed to help you apply marketing research concepts to realistic business situations. Each case presents a scenario involving a company, a marketing challenge, and the types of research decisions a manager must make. Your job is to analyze the situation, interpret the information provided, and recommend appropriate research actions or solutions.

Cases are meant to feel practical and hands-on. Instead of memorizing definitions, you'll think like a marketing researcher: identifying the problem, choosing the right research design, evaluating data, and making decisions based on evidence. Some cases focus on early-stage problem definition, while others emphasize sampling, questionnaire design, data analysis, or communicating results.

Your responses should show that you understand the chapter concepts and can apply them to the scenario. You may be asked to justify a research method, critique a dataset, design a small portion of a study, or interpret findings. Cases help bridge the gap between theory and practice, preparing you for real-world marketing research work. Details for each case will be available in Canvas assignment.

Exam

This course will include only a final exam. The exam will consist of 60 multiple-choice scenario-based questions and you will have 2 hours to take the exam between 12/7-12/9.



Class Schedule

Week	Start	End	Part	Chapters
Week 1	8/17/2026	8/23/2026	Part 1: The Role and Value of marketing research	1,2
Week 2	8/24/2026	8/30/2026		
Week 3	8/31/2026	9/6/2026		
Week 4	9/7/2026	9/13/2026	Part 2: Designing the marketing research process	3,4,5
Week 5	9/14/2026	9/20/2026		
Week 6	9/21/2026	9/27/2026		
Week 7	9/28/2026	10/4/2026	Part 3: Gathering and Collecting Accurate Data	6,7,8
Week 8	10/5/2026	10/11/2026		
Week 9	10/12/2026	10/18/2026		
Week 10	10/19/2026	10/25/2026	Part 4: Data Preparation, Analysis, and Reporting the Results	9,10,11,12,13
Week 11	10/26/2026	11/1/2026		
Week 12	11/2/2026	11/8/2026		
Week 13	11/9/2026	11/15/2026		
Week 14	11/16/2026	11/22/2026		
Thanksgiving	11/23/2026	11/29/2026		
Week 16	11/30/2026	12/6/2026		
Final week	12/7/2026	12/13/2026		

Late Work

Late assignments will be accepted up to 1 week after due date and will have a 20% late penalty.

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 elements of the syllabus must change, you will be given advance notice by email and on Canvas.



Navigating Canvas

Most of you have already gained a familiarity with Canvas (www.canvas.unt.edu). If you encounter any issues with Canvas, PLEASE CONTACT THE CANVAS STUDENT HELP DESK. As a reminder, all content areas are located on the left “Navigation Pane” of the Canvas course website. In this course, there are several major content areas on the Canvas platform:

- **Announcements** – I will post announcements on Canvas as appropriate throughout the semester. You are responsible for any information and/or instructions provided in these Announcements.
- **Syllabus** – This is a .pdf version of the Course Syllabus and Course Calendar.
- **Assignments** – You will find information on all assignments in this area.
- **Discussions** – you will find these in Canvas.
- **Grades** – You can check your grades 24/7 on Canvas. All graded assignments will be posted to Canvas. Please do not send emails requesting grades. Final letter grades are available on my.unt.edu ONLY.

Academic Integrity

Concerning academic honesty, students are referred to the "Student Honor Creed" in the current University of North Texas Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

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.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. ***See the UNT Student Handbook for University policy on grade appeal.***

Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has a reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within 30 days by completing the stipulated work.

Final Grades

I will post final grades in Canvas. I want to see everyone do well in this course, but a big part of the success depends on the student. I expect on time attendance, preparation, participation, and professional effort.

UNT Commitment

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. UNT's full Non-Discrimination Policy can be found online. As a student, you are also expected to be familiar with the Student Academic Integrity Policy.



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.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records during the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about a student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Americans with Disabilities Act

The G. Brint Ryan College of Business and all institutions in the University of North Texas System comply with ADA (https://www.ada.gov/ada_intro.htm) law. We make every effort to make reasonable accommodations for qualified students with disabilities. If you have a special need in accordance with ADA guidelines, please contact and register with the Office of Disability Accommodations (<https://disability.unt.edu/>). I will make every effort to accommodate your needs in counsel with the expert guidance of our ODA support team.

Student Evaluation Administration Dates

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 survey will be made available later in the semester to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (noreply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.