

# UNT G. Brint Ryan College of Business Undergraduate Course Syllabus

Syllabus – MKTG 3710 – SUMMER 2 – Section 001

100% online

MARKETING RESEARCH

## Instructor Information:

Name: Dr. Tina C. Mims, IES®, GAC, ASB  
Contact: Text is preferred – 469-951-3200 or use this email address to SMS my cell at [4699513200@tmomail.net](mailto:4699513200@tmomail.net). Please, do not email me via canvas or other means for any class related questions.  
Office Location: Virtual. Please contact me to schedule a meeting.  
Course Dates: Begins Monday, July 6 at 8am, course closes at 11:59:00pm Friday July 7.  
Class Location: 100% online  
Course Credits: 3 hours- This course is a Junior level class.

## Catalog Course Description & Prerequisite:

*Course Prerequisites:* Be a Junior in your degree program. MKTG 3650 (Principles), DSCI 2710 (Stat 1), and very solid knowledge of word processing, spreadsheet, and PowerPoint software.

*Course Catalog Description:* Examination of marketing information technologies and marketing research. Students learn why and when to do marketing research, the types and sources of primary and secondary data available, methods for collecting data, the construction of data gathering instruments (e.g. questionnaires), the use of measurement scales, basic sampling, and data analysis techniques.

## Required materials, software, hardware & applications:

**REQUIRED TEXTBOOK:** TITLE: Marketing Research AUTHOR: Burns, Veeck and Bush  
EDITION: Seventh (8e) COPYRIGHT YEAR: 2017 ISBN: 9780134167404 (other ISBN's for other formats exist)--*NOTE: there are 2 copies of text on reserve in our Willis Library, Denton Campus*  
→ Search Google for PDF copy of Marketing Research 8<sup>th</sup> edition, Burns to possibly obtain a free pdf copy of our textbook!

### REQUIRED SOFTWARE/Applications (Must have):

- Respondus Monitor (ability to take exams- this is required)
- Adobe PDF Reader
- MICROSOFT Word
- MICROSOFT Excel
- IBM SPSS Statistics software (accessible for free via UNT COB's VMware Virtual Lab- contact the UNT Helpdesk to learn how to access, here is a link to access the required software <https://cob.unt.edu/lab/virtual-lab>)

**REQUIRED HARDWARE:** Students must have a means to take exams/test with WebCam be able to us MS Excel, and IBM SPSS Statistics. The university has a Laptop loan/check out program!

A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. Be aware that the same textbook may also be available from an independent retailer, including an online retailer. A free pdf copy of the book may be found online for this 8th edition. Two copies of the textbook are on reserve in the Commons library on the Denton campus.

**REQUIRED TO COMPLETE:** UNT Techtour completion required: <https://it.unt.edu/techtour>

To meet technology requirements for this course, students have the ability to access student computer labs and have virtual access to software needed. Additional services to support technology needs required in the course by students please email questions to: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or call 940-565-2324.

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## Course Objectives:



1. Identifying a market or marketing research problem
2. Defining the problem, and the Process for Research
3. Identifying and collecting relevant information or data (secondary and primary),
4. Analyzing data.
5. Interpreting and reporting data.
6. Learn how to use IBM SPSS Statistics software for analyses.

## Methods of Instruction:

During this class there is a combination of activities to do each week that may include any of these: Quizzes (or tests), Exams, Discussions, Assignments, Labs, Writing. For summer course, there are not any group projects/assignments. There may be external sites used for assessments as well-these sites are 'free' to students. All work submitted in this course is for an individual grade, but students may work together on any 'lab'. The following "Exams" require Respondus Monitor with Video capture (see in Canvas links provided to access), also see under required materials.

Types & numbers of Assessments to identify student knowledge during the semester include:

Chapter Tests, called 'Practice tests'	10, these 'are graded', but have small point values
Discussions	1
Lab Assessments	5 – 'lab' assessments
Syllabus Exam	1 – three attempts/highest grade/with Respondus Monitor
Exam 1	1 – three attempts/highest grade/with Respondus Monitor
Exam 2	1 – three attempts/highest grade/with Respondus Monitor



## Skills required before beginning this course:

1. Read, write, and perform math at a undergraduate sophomore or higher level
2. Specifically, can add, subtract, multiply and divide, calculate marketing metrics
3. Sufficient study skills
4. Ability to research using UNT Library databases and other credible resources
5. Time management skills
6. Knowledge of CANVAS its uses, and technical requirements
7. Ability to prepare for exams (aka test, quizzes) using Respondus Lockdown Browser with Video Capture (Monitor) when required
8. Utilize the grading rubrics made available
9. Profit from all materials made available to the student
10. Participate in or watch Zoom meetings

## GRADING

As mentioned earlier, each module has its own unique combinations of requirements. Each business day has its own unique combination of tasks, activities and requirements.

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There is no curving in this course. The following scale describes the assessment of the student's performance.

	Total Points
Minimum for an A	900
Earns a B	800 to 899
Earns a C	700 to 799
Earns a D	600 to 699
599 and under Fails Course	



Students encouraged to read the grading rubrics and grade samples provided in CANVAS. Graded samples or examples for achieving correct answer are also be provided. Students are expected to make use of and profit from the materials provided in this course, and University support services such as online learning courses, LYNDA, Helpdesk, Write Cite, to name a few.

## Caution: GRADES OF ZERO ARE ISSUED TO STUDENTS ON REQUIRED ACTIVITIES BY:



1. Emailing any graded requirement to the instructor via Canvas or via email,
2. Failing to exit the tests by the allotted time provided,
3. Failing to make best effort on each and every test attempt,
4. Making any copy or "print screen" of any test questions,
5. Sharing quiz content with classmates,
6. Posting quiz content on any external site (this is unlawful under U.S. Copyright!)
7. Using references that are from wiki's or crowd sources,
8. Plagiarizing,
9. Failing to upload files in CANVAS for all Graded assignments,
10. Missing the Module deadline for all activities required in the Module, and
11. Failing to submit their work in the acceptable file formats when asked.



**N-ETIQUETTE:** Students will at all times provide a professional approach with classmates and instructor. The instructor reserves the right, through UNT policy for acceptable behavior, to remove any posting or reply in a discussion board if deemed the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect!

## LATE POLICY and how "LATE" is defined, LATE is time stamped by CANVAS.

This LATE POLICY is essential to understand and was built with student input in both the Fall and Spring classes because students that submit 100% of everything on-time expressed it was unfair that 'late' work have any possibility of earning 100% of points.

Therefore, as you know, it is essential students balance personal needs versus course requirements, here is the LATE POLICY for this 2020 Semester:

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Students that submit work 'late' have 25% points possible deducted each day late.

Late is defined as 'past the due date'.

Due dates are clearly indicated in the Schedule and in Canvas.

Due dates all have the 'time of day' due.

All times, are Central Time Zone.

When Module closes, no potential for submitting 'late' work is possible.

### **What is not included in this course?**

What this course does not include: This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, how to write at the grade level required, how to use Respondus, nor how to use Microsoft office applications. There are UNT and RCOB resources available to all students to assist with any of these areas students need additional help with this semester. Please demonstrate your independence-reach out for assistance using experts in these areas given to each student to utilize for success!

### **COURSE SCHEDULE:**

A copy of the Schedule Details included in  
the following Page

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## COURSE POLICIES – University Policies-Required Reading by UNT



**Disability Support Policy Statement:** If you anticipate the need for reasonable accommodations to meet the requirements of this course, you must register with the office of Disability Assistance in order to obtain the required official notification of your accommodation needs. If needed, please plan to meet with me by appointment or during office hours to discuss approved accommodations and how my course requirements and activities may impact your ability to fully participate by the end of the first week of the course.

**Academic Integrity:** Honesty in completing assignments is essential to the mission of the University and to the development of the personal integrity of students. In submitting graded assignments, students affirm that they have neither given nor received unauthorized assistance, and that they have abided by all other provisions of the Code of Conduct in the UNT Student Handbook. Cheating, plagiarism, fabrication or other kinds of academic dishonesty will not be tolerated and will result in appropriate sanctions that may include failing an assignment, failing the class, or being suspended or expelled. Suspected cases in this course may be reported to Student Life or the Dean of Students directly. The specific disciplinary process for academic dishonesty is found in the UNT Student Handbook. The UNT library link, “Avoiding Plagiarism,” will aid students in completing their written assignments (if any) with integrity. The instructor has zero tolerance on plagiarism issues. Students must provide appropriate citations in either APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA citation style.

In an effort to ensure the integrity of the academic process, University of North Texas vigorously affirms the importance of academic honesty as defined by the Student Handbook. Therefore, in an effort to detect and prevent plagiarism, faculty members at University of North Texas may use a tool called Turnitin to compare a student’s work with multiple sources. It then reports a percentage of similarity and provides links to those specific sources. The tool itself does not determine whether or not a paper has been plagiarized. Instead, that judgment must be made by the individual faculty member.

**Instructor’s practice in this course is:** All required assignments in this course may be checked for plagiarism using Turnitin.com, Dustball or other plagiarism checking tools. There is a zero tolerance for plagiarism. When in doubt – cite.

**UNT Attendance/Absence Policy:** Consistent and attentive attendance is vital to academic success, and is expected of all students. Grades are determined by academic performance, and instructors may give students written notice that attendance related to specific classroom activities is required and will constitute a specific percentage of students' grades.

Absences do not exempt students from academic requirements. Excessive absences, even if documented, may result in a student failing the course. An incomplete may be granted if the student has a passing grade, but only if the instructor determines that it is feasible for the student to successfully complete remaining assignments after the semester. Pursuant to university policy, student must apply for a university excused absences, following the procedure of the Dean of Students. Failing to provide

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documentation of an excused absence will earn a zero for any activity missed or even the course if the student does not adequately 'attend'. Attendance is defined in this course as completing work 'on-time' and participating in the group project adequately.

This is not a legal contract. It is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of class material requirement, assessment and evaluation criteria. We will try to adhere to this as much as possible. However, depending upon the need of the particular cohort, the instructor reserves the right to change these plans, including adding/removing material, assignments, or assessments as well alter other policy requirements included in this document and/or announced in class.

Courtesy- Here is a List of Commonly used Support Services at UNT & phone numbers:

UNT Clear – Students	940-565-2708
Help Desk	940-565-2324
Main Switch Board- Denton	940-565-2000
Business Librarian, Yvonne Dooley	940-565-2013

## **POSTING OF FINAL COURSE GRADES -Do not rely on Canvas as official grade.**

Each faculty member has the right to post or not post final course grades for each class to CANVAS. Final course grades provided to a student by a faculty member may not be relied upon as official.

Students may only access their official final grades online via the Registrar's Office. According to FERPA, faculty may not provide interim or final grade information to students via telephone, email, posting or any other source which might compromise student confidentiality.

☺ 'Repearting' a points, typos or complete goofs are unintentional. *As a courtesy please, let me know if you see something that does not seem just right. Gratefully, Dr. M*