


UNT University College of Business Undergraduate Course Syllabus
MKTG 3710 Marketing Research – all sections Sum1 Sum2– Dr. Mims
Class begins online June 3rd and ends on July 5th
This is Blended course meaning both Online and Face to Face

Get to know your instructor and how to reach her:

Name of the Instructor:	Tina C. Mims, Ph.D, IES®, GAC, ASB
Title:	Lecturer
Contact:	 call or text me- 469-951-3200 or 4699513200@tmomail.net (text or calling is preferred method of contact)
Office Location:	Mon, Tues, Wed, Thu, immediately after class until 2pm.
Office Hours:	Text me, or arrange appointment by Zoom, Messenger, Skype®, or by phone
Course Dates:	Face to Face Meeting Dates – Mon, Tue, Wed, Thu for 5 weeks except Holidays Denton Campus, Business Leadership Building (BLB), Room 075
Course Credits:	3 hours- This course is a Junior level class

Course Description

Course Prerequisites: MKTG 3710 is a Junior-level class. 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. Class emphasizes the use of secondary data sources, especially online, electronic sources of marketing information..

Student Learning Objectives:

Upon successful completion of this course, students will know how to:



1. Identifying a market or marketing problem
2. Defining the problem, both in terms of Marketing and Marketing Research (as opposed to symptoms),
3. Identifying and collecting relevant information or data (secondary and primary),
4. Analyzing and interpreting the data gathered by primary or secondary methods,
5. Interpreting the data to arrive at conclusions, and
6. Communicating the process and findings to the relevant stakeholders
7. Practice writing, analyzing, reporting and presentation skills

Methods of instruction: In 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 Assignments. There are **or** may be in class quizzes, writing assignments, activities, research and reports. There are a number of 'labs' in this course where students are expected to attend and complete the 'lab' assignment in a collaborative means with the instructor or on the student's own time. All work submitted in this course is for an individual grade, *but students may work together on any assignment or 'lab'*. The instructor also uses an active learning method called "Student Leadership" explained online and in class. There is one graded group project – see Canvas for Group Grading Policy.

Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times.

****This course does not include instruction on using CANVAS, any MS technology, APA style guide or library resources.****

Materials (what you'll need in this course)



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)
SPSS Software- a copy of this text is on reserve in the Willis Library.

REQUIRED HARDWARE/SOFTWARE: Student must have a means to use MS Excel in Class.

Requirement, all students are to attend Class on January 22, with their textbook, the ability to take notes and the ability to use MS Excel.

Mobile application suggestions for success: GroupMe, GoogleDocs

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.

This course does not include instruction in using Canvas, using MS Word, MS Excel, MS PowerPoint or how to use University of Texas Library resources and databases.

Be Prepared for Success in this Class:

COURSE PREPARATION REQUIREMENTS

Prerequisite skills for this course-Junior level classification

Expectation is that students have the following abilities for performance:



1. Can read, write, and perform math at a undergraduate sophomore or higher level
2. Specifically, can add, subtract, multiply and divide
3. Sufficient study skills
4. Sufficient time management skills
5. Knowledge of CANVAS its uses, and technical requirements
6. Ability to research using UNT Library databases and other credible resources
7. Ability to prepare for exams
8. Demonstrate adequate understanding of material
9. Utilize the grading rubrics made available
10. Profit from all materials made available to the student
11. Participate/attend in the online and face to face classroom (when/if this class meets in person)
12. Follow and use the APA in-text citations style and the APA Reference list style




Expectation is that students will apply their own judgment to the course material when preparing their responses on any required graded task. Some questions may require application of required reading and viewing material; therefore, expect to use your best judgment to apply course information.



Expectation is that students will manage their own schedule, be aware of the due dates and times in the course schedule, understand that each module contains its own unique combination of graded tasks.


The first module, Module 1 open now. The instructor will open the remainder of the class modules via announcement in class and online after Module 1 closes. Once all Modules are open, Students can see, move ahead at their own peril, **but may not fall behind.**

Every effort for accuracy is applied to present the content of this syllabus and CANVAS. Any typos are unintentional. The syllabus will be the guide for any concerns that may arise. Please provide a courteous heads up to Dr. Mims if there are any typos and broken links to repair=). Thank you. 

Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Contact Help Desk at <https://it.unt.edu/helpdeskfaq> for any assistance. The instructor for the course uses MSOffice 2016, Office 365, Adobe XPro and Adobe XIPro.



TECHNOLOGY UNT provides students with support via the UNT web (information available 24/7) and the helpdesk (940) 369-7394, **hours posted on UNT web**. Campuses also have computer labs for student use of necessary equipment for this course.

Other materials students *may* need: video/audio player as well as a video/audio recorder, mobile applications. 



This course **does not** include instruction in using Canvas, using Office software, how to use University of Texas Library resources, databases, nor APA citation styling even if required in the course. Please review the objectives of the course and course description for the instruction provided.

Here is the technology expectation from the instructor with every student:



You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access the CANVAS, Respondus or group communication applications. You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access any materials provided in the course by the instructor.

You, the student, are responsible for your access, including without limitation, working hardware, software, internet service, cable, modems, or telecommunication capacity necessary to attend the course online or face-to-face. You shall be solely responsible for ensuring that the equipment you choose to use and ancillary services are compatible with the CANVAS, the UNT website, UNT library site, any course materials provided and software required.

This particular instructor has a zero-tolerance policy for technology excuses. Reasons that support this zero tolerance policy is: 1) UNT provides sufficient resources to check the system the student chooses to use, 2) it is the student's decision when, where and how they desire to access course materials, 3) the student has 3 attempts on all tests/quizzes/exams, 4) student agrees before beginning any test in CANVAS they understand *there are no resets*, and 5) the *student has an obligation to fix* any technology issues *before making additional test attempts* at any time – this requires time management skills on the part of the student.

GRADING

Each module has its own unique combinations of requirements. Best student practice is to review every module once all modules are opened to become familiar with the content. This syllabus contains a list of all graded activities and a schedule for course content covered.

There is no curving in this course. The following scale describes the assessment of the student's performance. Students encouraged to read the grading rubrics in CANVAS:



Points Needed	Grading Scale
900+	" A " = earning 90% or more of all required points possible
800-899	" B " = earning 80% - 89% all required points possible
700-799	" C " = earning 70% - 79% all required points possible
600-699	" D " = earning 60% - 69% all required points possible
<600	" F " = earning 59% or less all required points possible

Students may expect a grade relative to their accuracy, demonstration of meeting learning objectives, contribution to class, meeting syllabus/rubric/assignment/university requirements and results from peer assessments.



Grading Rubrics available in CANVAS explain expectations for Tests/Quizzes, Lab Assignments, Projects and Discussion Forums. 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, LYNDIA, Helpdesk, Write Cite, to name a few.

ACCEPTABLE FILE FORMATS:

This course uses **APA in-text and reference section citation style**. A cover sheet is only required on the project(s). Please note that the only acceptable file **types** for any written assignment submitted for grading are single or double spaced, 12-point font please:

- MSWord (.doc or .docx)
- PDF

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



1. Emailing any graded requirement to the instructor, under no circumstance email any work
2. Failing to complete all graded tasks on time *by the end of the Module*
3. Failing to exit the tests by the allotted time provided,
4. Failing to make best effort on each and every test attempt,
5. Making any copy or "print screen" of any test questions,
6. Sharing quiz content with classmates,
7. Using references that are from wiki's or crowd sources,
8. Plagiarizing, plagiarizing is a serious civil and criminal offense under Title 17 U.S. Law
9. Failing to upload files as required,
10. Missing the Module deadline for all activities required in the Module, and
11. Failing to submit their work in the acceptable file formats listed above when asked.

EVERY GRADED DEADLINE IS AT 11:59:00 PM CENTRAL TIME

For more technical information or help, contact the Help Desk if you are unfamiliar with attaching a file in CANVAS when asked for a written assignment, finding and participating in the discussion board (if required in the course) or any other technical support question such as the exam freezing up, browser incompatibility, format types etc.



N-ETIQUETTE: Students should 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 the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect! Class-room etiquette is explained in your UNT Student Handbook.

COURSE SCHEDULE

Detailed Course Schedule is Published in CANVAS. The class is constructed into “modules”. Each module contains a unique combination of tasks. Students are expected to manage their own time to participate on time in this course. To that end, a simple schedule is maintained:

1. Each module deadline is Central Time (USA).
2. Each deadline/every deadline closes at 11:59:00p.m.
3. Every week has requirements, to keep up in the course, meeting the weekly requirements is necessary to reduce student stress and adequately absorb the material
4. Every module contains a unique combination of activities due by that module’s due date.
5. Every module is open after the instructor makes the announcement they are all open.
6. Every quiz/lab in Canvas has forced time limit.
7. Every quiz/lab in Canvas must be completed on the first attempt.
8. Every quiz/lab in Canvas attempt must be **the student’s best effort**.
9. Three attempts available on all quizzes/labs in Canvas highest grade prevails
11. **Absolutely No resets of tests** quiz/labs in Canvas -contact UNT Help Desk if you had a technical issue **before** making a second (or another) attempt on a quiz/test/lab in Canvas.
12. Students may move ahead at their own peril, but missing MODULE deadlines for any or all activities in the Module means receiving a zero. Example: Week 1 – test is due by Sunday, January 20th before 11:59:00PM – however students will not earn a zero for missing this test until Module 1 is closed on Sunday, January 27th before 11:59:00PM – Student attendance is noted online via observing when students complete graded requirements. Student attendance in class is observed by in person attendance.

GRADED ACTIVITIES, VALUE IN THIS COURSE and TOTAL POINTS POSSIBLE:

Type of Assessment:	How Many Graded Tasks?	Point Value Each	Total Course Point Value (Sum by Type)	% of Course Grade
* Chapter tests	7	50	350	35.0%
Syllabus	1	25	25	2.5%
Discussions	4	25	100	10.0%
Assignments	4	50	200	20.0%
Peer Assessment 1	1	25	25	2.5%
Peer Assessment 2	1	25	25	2.5%
Project	1	150	150	15.0%
* Final Exam	1	125	125	12.5%
Grand Totals	20		1000	100%
* indicates limited substitutions available				

Students are given Grading Rubrics for Graded activities in Canvas. Questions on how grades are determined must be cleared up with Dr. Mims before the end of the First Module deadline.

Here is our content schedule as of June 3, 2019- Subject to change depending on the Cohort. Dr. Mims will announce in class and in Canvas if and when any changes are made to this schedule:

Students should contact the instructor well in advance of a deadline to seek counsel or if they are having difficulty with understanding the content. This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, nor how to use technology required for the course such as Microsoft office applications.

Group work is a violation of academic integrity on any type of test question(s). Any such activity revealed that violates academic integrity on tests is immediately reported to UNT according to academic policy. Students that demonstrate intentional poor efforts on tests/exams to learn test content may be reported to the Dean of Students for academic integrity investigation. Students must be capable of using Respondus Lockdown Browser on all Multiple Choice (MC), True False (TF) and Multiple Answer (MA) test questions in this course. See Schedule & CANVAS for more detail.



Attendance is not graded- **but is monitored**. Expectation is that students access and complete daily/weekly requirements. See UNT Attendance Policy for absences.

Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times.

STUDENT LEADERSHIP

As indicated under instruction methods, Student Leadership is a voluntary activity that students can use to demonstrate their knowledge about the course content. Student Leadership is described in a Powerpoint presentation, our first face to face class discussion, and is only available after the cohort is clear on how this activity based learning method works. The instructor reserves the right to remove this method of learning.

COURSE POLICIES – University Policies



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 and will issue zeros. Students must provide appropriate citations in APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA in-text 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.

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. Attendance is not graded, but absences are monitored for student's overall performance.

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 absence, following the procedure of the Dean of Students. Failing to provide documentation of an excused absence will earn a zero.

LATE ASSIGNMENTS POLICY No late assignments are accepted past the module's deadline. This instructor's policy is zero tolerance for late work or make up work. Reason: 1) every assignment has multiple upload attempts on papers, 2) every CANVAS test or LAB has three attempts permitted, 3) every Module is open after the announcement by the Instructor affording students to move ahead providing ample time to manage their own schedule. Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times. Please review absence policy located at www.UNT.edu search Absence Policy.

This is not a legal contract. It is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, 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:

Help Desk	940-369-7394
Main Switch Board- Denton	940-565-2000
Business Librarian, Yvonne Dooley	940-565-2013

POSTING OF FINAL COURSE GRADES

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.

☺ 'Repeating' 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

Please remember to text me, yes, that's right , text me *if you need me to address a question, concern*. I am here to help you absorb the material in a multitude of methods because, not everyone learns the same way=). Please, please do not email me about course questions. I want to address your questions as quickly as possible in class or by mobile.

Please include your FIRST and LAST Name when you TEXT ME, AND the Course (i.e. Foundations, Retailing, Marketing, Info Systems, Finance). For all Foundations student that text me include your SECTION number =).

Dr. Mims' cell is 469-951-3200

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