

## G. Brint Ryan College of Business

# MKTG 3710 - Research and Analytics



## CONTACT INFORMATION

Instructor: Thuy D. Nguyen, Ph.D.

Phone: (940) 369 -7509

E-mail: use Canvas mail

Office: BLB 304J

Office Hrs: TR 10:00-11:00 AM, 12:30-1:30 PM

Zoom: <https://unt.zoom.us/j/5630412416> by appointment

## PREREQUISITES

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

## REQUIRED MATERIALS

1. Essentials of Marketing Research, 5<sup>th</sup> edition by *Hair Jr., Orinau, and Harrison*, published by McGraw-Hill Education, ISBN 978-1-260-26046-5
2. Supplemental Materials: will be provided by me
3. **Webcam**, computer, cellphone, internet
4. 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/computer-labs/request/remotely-connect-mylab-virtual-computer-lab#connect-to-computer>, or free trial at <https://www.ibm.com/analytics/spss-trials> , or request a license from <https://licenseportal.unt.edu>

## SUPPLEMENTAL MATERIALS

1. Sage Research Methods Videos: <https://methods.sagepub.com/Search/Results>

## 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, 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. 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, and
5. Communicating the process and findings to relevant stakeholders.

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The problem is that there is no reliable 'how to' instruction manuals for making decisions. There are only broad guidelines. We become comfortable with this process and may be even 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. Students will be expected to make decisions using data and information (often inadequate and incomplete), and do so under uncertain environment – live project.

In summary, this class is about marketing decision-making using data and information. Numbers, statistics, calculations, and computations are an integral part of this course. In addition, you will have to deal with uncertainty and make decisions under uncertainty. During this process, you will have to collect and use data and information, analyze data, interpret the results, and present your findings in writing and orally. For analyzing data you will learn and use SPSS - a statistical software.

## **LEARNING 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/presentation in a format desired by managers.

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## CLASS POLICY AND CONDUCT

### Team Meeting

You will need time to meet with your group to work on the group project. In addition, I will meet with each group to discuss the progress of the project several times during the semester. If you fail to meet with your group at designated time or complete your task assignments, you will be voted off your team based on the discretion of your team. **If you are voted off, your grade for the project is zero.**

### 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

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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.

### Submitting Assignments

For every 24 hours of late submission, 25% of the earned grade for that assignment will be deducted. Please maintain an electronic copy of all assignments "as submitted," showing the actual date and time of completion. I shall ask for *both* a hard copy and a disk copy when necessary.

### Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments and extra credit opportunities, you will be denied all doles, curves, etc.

### Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries. **I do not discuss grades during the last two weeks of the semester.** At that late stage, I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

### 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.

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### 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*. Do not call or stop by the office to ask for your grades.

### General policies

Exam dates are firm. The student is responsible for having all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of the success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry: Senate Bill 11 passed by the 84<sup>th</sup> Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked in accordance with state law.

### Americans with Disabilities Act

University of North Texas is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law, all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity."

### COVID-19 impact on this UNT class

It is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are ill, or unable to complete a scheduled, graded class task on time due to any issue related to COVID-19. It is important that you communicate with me prior to the deadline for the task as to what may be preventing you from completing it so that I may make a decision about accommodating your request in a reasonable manner that is also fair to the other students.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible [symptoms of COVID-19](#), please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider. While regular, steady work is

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an important part of succeeding in this class, your own health, and those of others in the community, is more important.

You may find [this UNT webpage](#) on staying safe on campus during the pandemic useful.

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## IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed, then you may receive an 'F' for the course at the end of the semester.

## GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

**Table 1: Class Components**

Category	Maximum point	Assignment Notes and Guidelines
Quizzes	200	11 Quizzes @ 20 each, drop the lowest one
Midterm exam 1	100	Chapter 1, 2, 3, 4, 5, 6, 7, 8
PPT 1	50	
PPT 2	50	
Surveys	100	Collect 20 surveys and complete data entry on time
Project (part 1)	150	
Project (part 2)	150	
Final exam	200	Chapter 9, 10, 11, 12, 13
TOTAL	1000	

**Table 2: Grade System**

Percentage	Letter grade
90% +	A
80-89%	B
70-79%	C
60-69%	D
<60%	F

Please remember that grades are *earned* not negotiated, and you should consistently perform well for a good grade in the class. If you are having difficulties with the class, come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

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## CLASS COMPONENTS

### Exams

There are two exams. Each exam will contain **10 short essay questions**. Contents from textbook, lecture notes, and all in-class work and discussions are fair game. In addition to conceptual and theoretical questions exams may contain questions that may require calculations and computations (it is a good idea to carry calculators at all times). The exams are designed to test both the depth and the breadth of your knowledge. It is not a good idea to concentrate on a few selected topics. It is mandatory that students take all exams.

Exams will not be reviewed in class. Your exams will need to be returned to me right after you review your grades. You may meet with me during office hours (or by appointment), if you wish to discuss your test.

In the preparation of exams, all possible care will be taken to avoid typographical and other errors. I will have the sole discretion in excluding test questions that may contain inadvertent errors or choose to compensate for test questions that a vast majority of the students (at least 80% of the class) answer incorrectly. Again, this matter is dependent solely on my discretion. If you disagree with any type of scoring in a test, please come by and see me during my office hours (or meet with me by appointment) and bring along a written complaint explaining your position and the basis of your contention. No requests for reviews will be entertained after two class meetings from the day a test score is announced.

### Online Quizzes

There are 11 quizzes in total @ 20 points / each. These quizzes are designed to check your comprehension of the lessons. There are **no make-up** quizzes. The lowest quiz is dropped.

You will get a total of **20 minutes** to answer **20 multiple-choice questions**. You will only have one chance to answer these questions. This is because you are being *tested* on the material. You will not get to see the correct answers (to restrict plagiarism).

### Research Project(s) / Team Collaboration

Team research project is an important part of this course. Appropriate level of inputs, both qualitative and quantitative are essential to the project. The research project includes several components:

### Surveys

This survey is an individual project. It requires you to collect the required number of surveys and enter data in SPSS for part two of the project. Your individual grade on this project depends on the quality, quantity, and meeting due date expectations.

### Research Project Part 1

Students will be required to collect secondary data, interview potential survey respondents, define the marketing and research problem, and design a questionnaire for quantitative primary data collection



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needs. This process and its outcomes will have to be presented in the form of a project report.

## Research Project Part 2

The second part starts with a given data set and encompasses data analyses using SPSS statistical packages, prepare a report and present the findings.

## Presentation 1 & 2

Both projects are required to present in class with 15 minutes limitation. The presentations must be conducted in a professional manner. ALL students are required to be present in all presentations conducted by your team or your classmates. Failures to be in class during those times will result in zero point to you for your part of the presentation.

## CLASS CALENDAR: TENTATIVE SCHEDULE

#	Date	Topic	Lesson	Project	Quiz
1	1.17	Marketing Research for Managerial Decision Making	Chapter 1	Team formation Articles handouts	1
2	1.19	The Marketing Research Process and Proposals	Chapter 2	Brainstorm research question and sub-RQs Present existing RQ and the context /introduction/ background of RQ	1
3	1.24	Secondary Data, Literature Reviews, and Hypotheses	Chapter 3	Opposing teams review and finalize sub-RQs Identify the context /introduction /background of the RQ Develop hypotheses for the research topic Send team interview questions	2
4	1.26	<b>PPT part 1 discussion</b>		Discuss qualitative process Teams select interview questions Team conducts interviews	
5	1.31	Exploratory and Observational Research Design and Data Collection Approaches	Chapter 4	Complete interviews and turn in the summary	3
6	2.2	Descriptive and Causal Research Designs	Chapter 5		4
7	2.7	Sampling Method and Theory	Chapter 6		5

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#	Date	Topic	Lesson	Project	Quiz
8	2.9	<b>Team Project Discussion</b>		<i>Meeting with me in BLB 304 J</i>	
9	2.14	<b>Team Project Discussion</b>		<i>Meeting with me in BLB 304 J</i>	
10	2.16	Measurement and Scaling	Chapter 7	<b>Last date to vote out non-performing team members due @ 11:59 pm</b>	6
11	2.21	Design the Questionnaire	Chapter 8	Review questionnaire	7
12	2.23	<i>Exam 1</i>	Chapter 1-8		
13	2.28	PPT part 1 presentation	Groups	<b>PPT 1 in class</b> Data collection outside class	
14	3.2	PPT part 1 presentation	Groups	<b>PPT 1 in class</b> <b>PPT 1 due on Canvas</b> Data collection outside class	
15	3.7	Qualitative Data Analysis	Chapter 9	<b>Written project part 1 due online in Canvas @ 11:59 pm</b>  <b>Lab - Data entry</b> <a href="https://youtu.be/6f67aDes2aw">https://youtu.be/6f67aDes2aw</a>	8
16	3.9	Qualitative Data Analysis	Chapter 9	<b>Lab - Data entry</b> <a href="https://youtu.be/6f67aDes2aw">https://youtu.be/6f67aDes2aw</a>	8
17	3.21	<b>PPT part 2 discussion</b> Preparing Data for Quantitative Analysis		<b>PPT discussion and meeting schedules</b>	
18	3.23	Preparing Data for Quantitative Analysis	Chapter 10	<b>Lab – Data analysis</b> Descriptive statistics	9
19	3.28	Basic Data Analysis for Quantitative Research	Chapter 10	<b>Lab – Data analysis</b> Crosstabs	9
20	3.30	Basic Data Analysis for Quantitative Research	Chapter 11	<b>Lab – Data Analysis</b> Regression	10
21	4.4	Basic Data Analysis for Quantitative Research	Chapter 11	<b>Lab – Data Analysis</b> Regression	10
22	4.6	<b>Team Project Discussion</b>		<i>Meeting with me in BLB 304 J</i>	
23	4.11	<b>Team Project Discussion</b>		<i>Meeting with me in BLB 304 J</i>	
24	4.13	Examining Relationships in Quantitative Research	Chapter 12	<b>Lab – Data Analysis</b> ANOVA	11
25	4.18	Examining Relationships in Quantitative Research	Chapter 12	<b>Lab – Data Analysis</b> ANOVA	11
26	4.20	Communicating Marketing Research Findings	Chapter 13	<b>Last date to vote out non-performing team members due @ 11:59 pm</b>	
27	4.25	PPT part 2 presentation	Groups	<b>PPT 2 presentation in class</b>	

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#	Date	Topic	Lesson	Project	Quiz
28	4.27	PPT part 2 presentation	Groups	<b>PPT 2 presentation in class</b> <b>PPT 2 due on Canvas</b>  <b>Written project part 1 &amp; 2</b> <b>due online in Canvas @ 11:59</b> <b>pm</b>	
29	5.9	<i>Final exam</i>	Chapter 9-13		