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 Hours: MW 3:30-5:00 pm
Zoom: https://unt.zoom.us/my/thuydnguyen20 by appointment, please allow 24-48 hours response time.

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, 5th 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. Computer, cellphone, Internet

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.

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.

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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 Marketing Research project, i.e., basic marketing research process. This involves problem formulation, research design, data collection and analysis, and presentation of findings.
3. Find 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.
4. Gain hands on experience with focus groups, in depth interviews, projective techniques, and other qualitative primary data research forms.
5. Understand the importance of measurement, scaling, and questionnaire design issues in Marketing Research.
6. Understand common sampling techniques and how sample size is determined for Marketing Research projects.
7. Perform and interpret basic MR data analysis using SPSS software, such as descriptive statistics, differences, and association tests.
8. Put together a Marketing Research Report and or presentation in a format desired by managers.

CLASS POLICY AND CONDUCT

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.

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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. Online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smartwatches, 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.

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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. Unfortunately, **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 a sufficient opportunity to make good grades without resorting 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.

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**. Access the form here: **IncompleteGradeRequestForm-Fillable**

Final Grades

I will post the 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.

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Campus Carry: Senate Bill 11, passed by the 84th 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

The 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 healthcare provider. While regular, steady work is 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.

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.

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GRADING COMPONENTS

Category	Max. point	Learning Objectives	Available-Due Dates	Notes and Guidelines	Approx. times required	Skills required
Quizzes	200	1,2,3,4,5,6,7,8	5.19 – Thursdays	Chapters 1-12	3 hrs. are needed to study for each quiz.	Reading, comprehension, knowledge transfer, connecting the dots
Exploratory research	100	3,8	5.19-5.22	Chapter 4	4 hrs.	Reading, comprehension, and information search
CITI/IRB certification	50	2, 6	5.19-5.22	Chapter 1	2 hrs.	Reading, ethical
SPSS access	50	7	5.23-5.29	Chapter 10	1 hr.	Technical
Questionnaire design in Qualtrics	100	5,6	5.23-5.29	Chapter 7, 8	5 hrs.	Analytical, perceptive, creative, problem-solving, critical thinking
Data collection 1	50	6,7	5.30-6.5	Chapter 6 Collect 10 surveys @ 5 points each	2 hrs.	Interpersonal, problem-solving
Data entry in SPSS	50	7	5.30-6.5	Chapter 10	2 hr.	Technical, detail-oriented
Scale and measurement identification	100	5	5.30-6.5	Chapter 7	2 hrs.	Analytical
Quantitative data analysis 1	100	5,6,7,8	6.5-6.12	Chapters 7,10,11,12	3 hrs.	Analytical, statistical, technical
Quantitative data analysis 2	100	5,6,7,8	6.5-6.16	Chapters 7,10,11,12	4 hrs.	Analytical, statistical, technical
Quantitative data analysis 3	100	5,6,7,8	6.5-6.19	Chapters 7,10,11,12	4 hrs.	Analytical, statistical, technical

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Category	Max. point	Learning Objectives	Available-Due Dates	Notes and Guidelines	Approx. times required	Skills required
TOTAL	1000				62 hours / 5 weeks	

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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.

CLASS COMPONENTS

Final Exam

The final exam will contain **10 short essay questions, open book, open notes.** Contents from textbook, lecture notes, and all class work and discussions are fair game. The final exam heavily relies on the quantitative research assignment. In addition to conceptual and theoretical questions, the exam may contain questions that may require calculations and computations. The exam is designed to test your knowledge's depth and breadth. The final exam is mandatory.

In preparing for the exam, 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 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. Therefore, there are **no make-up** quizzes. Instead, the lowest quiz is dropped.

You will get a total of **20 minutes** to answer **20 multiple-choice questions, open book, open notes**. 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).

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CLASS CALENDAR: TENTATIVE SCHEDULE

Weeks #	Topics	Lessons	Projects
1 5.19-5.22	1. Marketing Research for Managerial Decision Making 2. The Marketing Research Process and Proposals 3. Secondary Data, Literature Reviews, and Hypotheses 4. Exploratory and Observational Research Designs and Data Collection Approaches	Chapters 1,2,3,4	**1. Quiz 1 due on 5.22** **2. Quiz 2 due on 5.22** **3. Quiz 3 due on 5.22** **4. Exploratory research due on 5.22** **5. CITI/IRB certification due on 5.22**
2 5.23-5.29	5. Descriptive and Causal Research Designs 6. Sampling Method and Theory 8. Design the Questionnaire	Chapters 5,6,8	**1. Quiz 4 due on 5.29** **2. Quiz 5 due on 5.29** **3. Quiz 7 due on 5.29** **5. SPSS access due on 5.29** **6. Questionnaire design in Qualtrics due on 5.29**
3 5.30-6.5	7. Measurement and Scaling 9. Qualitative Data Analysis 10. Preparing Data for Quantitative Analysis	Chapters 7,9,10	**1. Quiz 6 due on 6.5** **2. Quiz 8 due on 6.5** **3. Quiz 9 due on 6.5** **4. Data collection 1 due on 6.5** **5. Data entry in SPSS due on 6.5** **6. Scale and measurement identifications due on 6.5**
4 6.6-6.12	11. Basic Data Analysis for Quantitative Research 12. Examining Relationships in Quantitative Research 13. Communicating Marketing Research Findings	Chapters 7,10,11,12,13	**1. Quiz 10 due on 6.12** **2. Quiz 11 due on 6.12** **3. Quantitative data analysis 1 due on 6.12**
5 6.12-6.19	11. Basic Data Analysis for Quantitative Research 12. Examining Relationships in Quantitative Research 13. Communicating Marketing Research Findings	Chapters 7,10,11,12,13	**1. Quantitative data analysis 2 due on 6.16** **2. Quantitative data analysis 3 due on 6.19**