



Dakota State University
College of Business and Information Systems
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BUS 476 MARKETING RESEARCH

Tuesday / Thursday 11 a.m. – 12:15 p.m.

Spring 2009

East Hall 300

CREDIT HOURS: 3 credits

COURSE DESCRIPTION: This course provides an in-depth study of the primary methodologies of marketing research. Emphasis is placed on collecting, analyzing, interpreting and presenting information for the purpose of reducing uncertainty surrounding marketing and management decisions. (DSU 2008-2009 Catalog)

PREREQUISITES: BADM 370, BADM 220 or MATH 281, and CSC 206 PC-SAS.

Americans With Disabilities Act (ADA) Statement: If you have a documented disability and/or anticipate needing accommodations (e.g., non-standard note taking, test modifications) in this course, please arrange to meet with the instructor. Also, please contact Dakota State University's ADA coordinator, Keith Bundy, in the Student Development Office located in the Trojan Center Underground or at 256-5121, as soon as possible. The DSU website containing additional information, along with the form to request accommodations, is available at http://www.departments.dsu.edu/disability_services/disability_request.htm. You will need to provide documentation of your disability to the ADA coordinator, who must confirm the need for accommodations before officially authorizing them.

Freedom in Learning Statement: Students are responsible for learning the content of any course of study in which they are enrolled. Under Board of Regents and University policy, student academic performance shall be evaluated solely on an academic basis and students should be free to take reasoned exception to the data or views offered in any course of study. It has always been the policy of Dakota State University to allow students to appeal the decisions of faculty, administrative, and staff members and the decisions of institutional committees. Students who believe that an academic evaluation is unrelated to academic standards but is related instead to judgment of their personal opinion or conduct should contact the dean of the college which offers the class to initiate a review of the evaluation.

Use of Tablets in the Classroom: The Tablet PC platform has been adopted across the DSU campus for all students and faculty, and tablet usage has been integrated into all DSU classes to enhance the learning environment. Tablet usage for course-related activities, note taking, and research is allowed and encouraged by DSU instructors. However, inappropriate and distracting use will not be tolerated in the classroom. Instructors set policy for individual classes and are responsible for informing students of class-specific expectations relative to Tablet PC usage. Failure to follow the instructor's guidelines will hinder academic performance and may lead to disciplinary actions. Continued abuse may lead to increased tablet restrictions for the entire class.

Because tablet technology is an integral part of instruction at DSU, it is the student's responsibility to ensure that his/her Tablet PC is operational prior to the beginning of each class period.

POLICIES AND PROCEDURES:

1. **Attendance:** Regular class attendance is strongly encouraged. It is expected that you will attend class and complete assignments on time. Projects / assignments that are handed in late will not receive full credit. Students will receive some credit for late projects / assignments, so all work should be handed in for evaluation. No make-up quizzes will be made available after the quiz deadline has passed. Class and group participation will affect your final grade.
2. **Academic Honesty:** Cheating and other forms of academic dishonesty run contrary to the purpose of higher education and will not be tolerated in this course. All forms of academic dishonesty will result in an F for the course and notification of the Academic Integrity Board for additional sanctions. Academic dishonesty includes (but is not limited to) plagiarism, copying answers or work done by another student (either on an exam or on out-of-class assignments), allowing another student to copy from you, and using unauthorized materials during an exam. Please be advised that, when the instructor suspects plagiarism, the Internet and other standard means of plagiarism detection will be used to resolve the instructor's concerns. DSU's policy on academic integrity (DSU Policy 03-22-00) is available online at <http://www.departments.dsu.edu/hr/newsite/policies/032200.htm>
3. **Exams:** This course uses take-home exams (4-5 essay questions) based on case studies presented in the textbook and on materials presented in the textbook, in lectures by the instructor or guest speakers, in videos and/or in current events reported in daily newspapers and/or business periodicals and discussed in class. If, due to circumstances beyond your control, you are unable to complete an exam within the scheduled time period, YOU MUST CONTACT THE INSTRUCTOR PRIOR TO THE EXAM DEADLINE. Students will be asked to justify their requests. Failure to notify the instructor prior to the exam deadline will mean an automatic zero for the exam.
4. **Quizzes:** On-line chapter quizzes will be available via the D2L course site. Quizzes must be completed by the deadline. No make-up quizzes will be made available after the quiz deadline has passed.

TEXTBOOK AND OTHER REFERENCES:

Basic Marketing Research, Churchill and Brown, 5th edition, 2004, Thomson / South-Western.

Students should also regularly read a weekly business magazine (such as Business Week) and a daily newspaper, particularly the business and marketing sections. All are available in the library.

COMPUTER SKILLS/EXERCISES: All assignments are to be prepared making full use of the library and computer facilities available on this campus. Course-specific programming skills include PC-SAS. Students must have completed PC-SAS prior to the start of this course. Course-specific technology skills include Powerpoint and D2L. The course may also provide an introduction to new media (Groove, RSS feeds and perhaps SecondLife).

LEARNING OUTCOMES: This course is designed to build on and integrate information learned in BADM 370 Marketing, BADM 220 Business Statistics and CSC 206 PC-SAS. At the end of the semester, students will have the skills needed to:

1. Use the marketing research process to a research project with results that can be used to resolve business problems.
2. Conduct computer-based research, focusing on secondary data
3. Collect and analyze primary data.

4. Design a survey instrument; edit and code a survey instrument.
5. Understand the “human subjects” process, linked to collecting primary data.
6. Conduct computer-based data analysis (descriptive and inferential data analysis) on a dataset using PC-SAS.
6. Understand the ethical issues related to marketing research practices.
7. Organize and present research results and recommendations.

Upon completion of this course, students should have the skills and knowledge needed to plan and execute a marketing research project. Students will also have opportunities to polish their written communication skills and have increased exposure to group decision-making as part of producing and managing their final project.

ACTUALIZING THE OUTCOMES: In order to realize the aforementioned outcomes, students will become familiar with marketing research strategies and tools. They will also learn how these strategies and tools can be used to measure consumer interest / opinions / attitudes and to solve business problems or make more effective business decisions.

INSTRUCTIONAL METHODOLOGIES: Lecture supported by Powerpoint; class demonstrations and discussions; out-of-class assignments (projects related to computer research, research design and data analysis); use of the Internet and / or PC-SAS statistical analysis software.

COURSE PROJECTS:

Library and Computer Research Projects: Good business decisions are based on fact, not fiction. Many business problems can be resolved with exploratory research and analysis of secondary data. Therefore, it's important that you develop good library and computer search skills. These projects are designed to help you develop / improve your library and computer research skills.

Small research projects will be assigned throughout the semester. In addition to small, individual projects, the class will work together as a team to conduct a research project (collecting data via a focus group). Information on this group project will be provided later in the semester.

Data Analysis Projects: These data analysis projects are intended to help you review data analysis techniques and PC-SAS programming and are intended to prepare you for the data analyses that's integral to your final project. (They will also serve as a surrogate for in-depth lectures on Chapters 20-21.) Because of the size of the datasets used in these analyses, most of these projects can only be accomplished using PC-SAS. Generally, we will write the PC-SAS code in class. You will be responsible for producing the output, analyzing it and recommending appropriate actions to “management”.

NOTE: You will be expected to use descriptive and inferential statistical analyses on the final project. You are also expected to come to this class with a background in data analysis (i.e., at a minimum, successful completion of BADM 220 Business Statistics and CSC 206 PC-SAS). Chapters 20-21 deal with data analysis. These chapters will not be covered in lecture since this material has already been covered in BADM 220. If you have a less-than-firm grasp on these concepts, you should carefully review the material in these chapters on your own.

Final Project: Students will be required to complete a marketing research project. You may choose a team member or work on the project by yourself. You may also choose your project topic, research scenario and dataset -- within the basic guidelines provided for the project. The final, written report will consist of these 3 sections:

- Part A:** Executive summary that explains the impetus for the research (i.e., the business problem that requires a solution) and that summarizes the results of your

research. The summary should also include a description of the dataset used in the project.

Part B: Detailed description of the research design, sampling plan, and the data analyses performed on the dataset.

Part C: Recommendations to management.

Project guidelines (i.e., the types of variables that must be analyzed and the data analyses that must be conducted) will be provided later in the semester. A sample project will also be on reserve in the library.

Your final, written report should be approximately 15-20 pages and will include text, exhibits and summaries of data analyses. This project will be graded on organization and communication skills as well as the appropriateness of the data analyses and the quality of the recommendations / solutions you offer to management.

**BADM 476 Marketing Research
Course Outline
Spring 2009**

This is a tentative course schedule. I reserve the right to make adjustments throughout the semester if it should be necessary. Out-of-class assignments and due dates will be announced in class and will be distributed via the D2L course website. Because I frequently have to travel for my “real job”, video lectures will sometimes be posted, in lieu of class-based lectures.

Powerpoint slides for each chapter are also available on the course web site. These topics may / may not be covered in class but will provide the basis for chapter quizzes.

TIME	LECTURE TOPIC	READING / ASSIGNMENT
Week 1 Jan. 15	Introductions Role of Marketing Research	Chapter 1
Week 2 Jan. 20-22	Decision Support Systems Research Process and Ethics	Chapter 2 Chapter 3
Week 3 Jan. 27-29	Problem Definition Research Proposal	Chapter 4
Week 4 Feb. 3-5	Research Design Exploratory Research	Chapter 5
Week 5 Feb. 10-12	Exam 1 (Chapters 1-4) Focus Group Project	Guest lecturer and Group meetings
Week 6 Feb. 17-19	Descriptive / Causal Research Collecting Secondary Data	Chapter 6 Chapter 7 Appendix 7a
Week 7 Feb. 24-26	Feb. 27 Convocation – no class Secondary Research Library / Internet Searches of On-Line Databases	Chapter 7 Appendix 7a
Week 8 Mar. 3-5	Convocation (no class) Marketing Info Systems	Chapter 8
Week 9 Mar. 10-12	Spring Break	
Week 10 Mar. 17-19	Collecting Primary Data Human Subjects Approval Process	Chapters 9-11
Week 11 Mar. 24-26	Mar. 24 Assessment Day – no class Designing Questionnaires	Chapter 12
Week 12 Mar. 31-Apr 2	Measurement Theory Exam 2 (Chapters 5-11)	Chapter 13
Week 13 April 7-9	Measuring Attitudes Group meetings – final project	Chapter 14
Week 14 April 14-16	Sampling Procedures Sample Size	Chapter 15-16 Chapter 17
Week 15 April 21-23	Data Collection Editing and Coding	Chapter 18 Chapter 19
Week 16 April 28-30	Research Report Catch-Up Exam 3 (Chapters 12-19, 22)	Chapter 22
Final Exam May 7, 10:10-12:10	Final Presentations	

DATES TO REMEMBER:

January 23 – last day to drop a course and receive 100% refund.

March 26 – last day to withdraw from the university and be eligible for a tuition refund

April 6 – last day to withdraw from class and receive a grade of “W”

EVALUATION PROCEDURES: In general, final grades will be assigned on this scale:

A -- 90%

B -- 80%

C -- 70%

D -- 60%

However, I reserve the right to adjust the final grades.

Evaluation Methods:	Proportion of Final Grade
3 exams (100 points each) and chapter quizzes	60%
Group and individual projects, class participation	20%
Final project	20%

Out-of-class assignments will generally be due the class period AFTER the assignment is made in class and/or posted on the D2L course site. Assignments that are handed in late will not receive full credit.

SELECTED BIBLIOGRAPHY/RESEARCH/BEST PRACTICES:

Journal of Consumer Research

Advances in Consumer Research

Journal of Marketing Research

Marketing News

Advertising Age