SYLLABUS, Marketing Research 455, 001,002
Fall, 2019
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Office Hours: MW: 10:00-11:30, 2:30-4:00. TTH: 9:30-11:30.
Class Hours: MW: 1-2:15. TTH: 12:30-1:45, 3:30-4:45.

CATALOG DESCRIPTION: Current research techniques to obtain marketing information for effective business decisions.

COURSE OBJECTIVE and Student Learning Objectives:
The goal of this course is for you to learn about marketing research and its uses and limitations when applied to a business and/or not-for-profit organization? The tools used to accomplish this goal will be the textbook, tests, homework, a semester length research project, and peer evaluations.
After successful completion of this course, you should be able to:
--demonstrate an ability to apply the scientific method to marketing research situations.
--define research terms and comprehend appropriate situations.
--execute and interpret quantitative techniques (using statistical software applications).
Prerequisites: Mkt. 351 (minimum grade of C), Mkt. 355, CSC. 121, and Math 220.

Reading Material: Essentials of Marketing Research, 6th ed. by Babin and Zikmund, articles about current events, and a Principles of Marketing or Consumer Behavior test for reference.

TENTATIVE GRADE DETERMINATION:
Tests including Final * 4 = 300
Research Project 1 = 350
Class work, daily tests, etc. 50
TOTAL** 700
**Some components of the grade determination will likely change as the semester progresses. If any components change, the TOTAL points possible will also probably change.
*If you fail all of the major tests, you cannot pass the course, no matter what you make on the project!!

ATTENDANCE POLICY:
You are expected to be in class every time it meets. But, if you miss, here is the dealio:
Absences Effect on your grade
0-2 Plus 2%
3-4 No help, no hurt
5-6 Penalty of 20%
Over 6 Penalty of 30%
If you miss class work, you cannot make it up. No make-up tests will be given, either. It is TOTALLY your responsibility to let me know you are in class, if you come in late, for example.
TENTATIVE SCHEDULE OF TESTS:

<table>
<thead>
<tr>
<th>Test Number</th>
<th>Date</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sept. 25/26</td>
<td>Chapters 1,3,5,6</td>
</tr>
<tr>
<td>2</td>
<td>Oct. 14/15</td>
<td>Part of Ch.7</td>
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<tr>
<td>3</td>
<td>Nov. 6/7</td>
<td>Chapters 7,10,11</td>
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<tr>
<td>4</td>
<td>Dec. 9-13</td>
<td>Chapters 14, 16</td>
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RESEARCH PROJECT:

Due Date: Material Due
September 9/10 Final determination of research topic, objective, or problem and list of needed information. Client meetings if any.
September 18/19 Statement of hypotheses and Secondary Research results.
October 18 Questionnaire (first draft)
October 30/31 Sample size and type finalized. Fieldwork begins
November 15 Fieldwork ceases, tabulating is done. Analysis and interpretation begins. Nothing turned in.
December 2-5 Oral reports. Clients invited
December 12 Written reports and raw data, computer printouts.

Rusche College of Business
Syllabus Addendum

Program Learning Outcomes:
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html

General Student Policies:
Academic Integrity (A-9.1) Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp
**Withheld Grades Semester Grades Policy (A-54)**
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior**
Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D- 34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.