



TEXAS A&M UNIVERSITY
SAN ANTONIO

MKTG 3341:900, **Marketing Research**, Fall 2024, CRN: 10844
Department of Management and Marketing, College of Business

Course Syllabus

Class Meeting Time and Place:	M 11:00 AM – 12:15 PM BLH365
Class Duration:	08/26-12/13
Instructor:	Dr. Weixing Ford Office: BLH 341 C Tel: 210-784-2309 E-Mail: weixing.ford@tamusa.edu Student emails will receive a reply within two business days.
Course Website:	https://tamusa.blackboard.com/
Office Hours:	M 8:00 am - 11:00 am; 12:15 pm – 1:15 pm and by appointment.

Catalog Course Description:

This course teaches marketing research methods which are instrumental in the formulation and solution of marketing problems. The student will acquire skills in conducting and evaluating marketing research projects, especially on problem formulation, research design, various methods of data collection (such as data collection instruments, sampling, and field operations), and data analysis techniques. Applications of modern marketing research methods to a variety of marketing problems are explored.

Course Objectives:

The primary objective of this course is to equip students with data-driven decision-making skills. The students will learn about a wide range of marketing research methods such as in-depth interview, observations, focus group, survey and modeling, experiment, and secondary data gathering and analysis. The students will acquire the research skills to design and conduct marketing research to solve marketing or business problems. This course will also help students gain the ability to evaluate and interpret research designed and conducted by outside providers such as consulting agency.

Student Learning Outcomes:

After successful completion of this course, students will be able to:

1. Identify and clarify the research question;
2. Evaluate alternative research methods for a research question;
3. Determine optimal research strategy among exploratory, descriptive and causal research designs;
4. Understand benefits and limitations of qualitative versus quantitative research;
5. Collect primary data by observation or survey research;
6. Design and conduct marketing experiment for hypothesis testing;
7. Evaluate quality of a research method;
8. Evaluate validity and rigor of a research design.

AACSB Assessment:

The College of Business is in the process of applying for AACSB accreditation. As part of that process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery of the above course outcomes.

Required Materials:

- **Textbook:** Brown, Suter and Churchill, *Basic Marketing Research*, 9th Edition, Cengage Learning. ISBN: 978- 1-133-18854-4.
- **Blackboard:** Connect to <http://tamusa.blackboard.com>. All class announcements will be made through Blackboard and students should monitor this several times a day. However, if students need to contact the instructor, please email the instructor at Weixing.ford@tamusa.edu. Do NOT use Blackboard messaging to contact the instructor.
- **Computer Hardware:** In order to participate in the lectures online you will need a computer with an internet connection.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some student may require more time. Time spent may be longer when assignment/exams are due.

Other Recommended / Reading Materials: I recommend you to read Wall Street Journal, The Economist, Business Week and other business publications. I also suggest you to read peer reviewed academic journals such as Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Consumer Research, etc.

Grading Policy:

The final course grade will be based on your relative performance (compared to all other students in the class) on the quizzes, exam, and group project using the following weights:

Quizzes	50%
Group Project	40%
Final Exam	5%
Individual Presentation	5%
Research Assignments	-10% if missing
Online Discussion Board	-10% if missing
Class Attendance	-5% for each unexcused absence

Total	100%
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The final letter grades will be assigned as follows: Above 90% ⇒ A; 80 – 89% ⇒ B; 70 – 79% ⇒ C; 60 – 69% ⇒ D; Below 60% ⇒ F.

Examinations and Quizzes: There will be mandatory quizzes and a mandatory final exam (as per university schedule). Being absent for an exam will result in a grade of zero for that exam and may result in a fail grade in the course. The exams/quizzes will consist of conceptual multiple-choice questions, problem solving questions, and short essay questions. The exam/quiz materials will come from lecture notes, the text, and class discussions. Questions will emphasize understanding and applications of concepts and topics covered in class.

Group Project: There will be a marketing project that the students will work in team throughout the semester. This project will be an experiential learning project working with a business partner (when available, either a company or a non-profit organization). The objective of this experiential learning group project is to propose practical solutions to a (or multiple) business problem(s) proposed by the business partner (when available). Details of this group project will be provided later in the semester depending on the available time frame of the business partner. The final deliverables for the group project is a group presentation (and executive summary report or business/marketing report if the business partner requires so). Each student must submit the group project presentation slides (and other required document if there is any) on Blackboard before the deadline. Failure to submit the slides before deadline will result in a deduction of 10 points from final score. The business partner will be the only one who evaluates and ranks all the teams' work. It is mandatory for every student to sign the NDA (non-disclosure agreement) before starting the group project upon business partner's request.

Group Project Teamwork Evaluations: Each student has the opportunity to submit the evaluation of his/her teammates' teamwork performance for the group project. Students should submit this teamwork evaluation ONLY if there is a free rider in the team that need to be reported. Do NOT submit this evaluation form if every team member has taken on a fair share of work for group project.

Individual Presentation: Each student will make a presentation (approximately 5 minutes) on a marketing research topic of his or her own choice. The peer reviewed marketing journals such as Journal of Consumer Research and Journal of Consumer Behaviour are the recommended sources for students to find the topics of their interest. The presentation will be focused on how to conduct scientific research to investigate a particular consumer behavior or marketing question, for example, how the research question is identified, what hypotheses are formulated, how the experiments are designed to test for the hypotheses, how to interpret the empirical results, and apply the research finding in real world marketing applications, etc.

Online Discussion Board: Students will be expected to engage in an online discussion board at least once every month, 1) sharing their thoughts and comments on experiential learning project, or 2) answering one prompt given from the professor related to the experiential learning aspect of the course, or 3) respond to other students' postings. These discussion boards are meant to challenge students to reflect on their experiential project (both the challenges and the successes). Students are required to submit their discussion record in a Word document (copy and paste their postings in the Discussion Board in this Word document) at the end of the semester before the deadline. Failure to submit this discussion board participation record will result in a **deduction of 10 points** from the final score.

Research Assignments: There will be several opportunities for the students to participate in real marketing research projects. Participation in these real marketing research projects will give students first-hand experience in how real marketing research is conducted and help students obtain in-depth understanding of various aspects of designing and implementing marketing research. The objective of these assignments is to introduce students to the cutting-edge research in the field of marketing, help students learn about how to utilize the abundant marketing research resources to investigate a business problem, and eventually apply the research skills to marketing jobs as well as business in the real world. Failure to participate in each research assignment will result in a **deduction of 10 points** from the final score.

Class Participation: The students are expected to attend all the lectures AND actively participate in the discussions in class. A vital part of every student's education is regular attendance of class meetings. Any absences (or not reviewing the lectures) tend to lower the quality of a student's work, and frequent or persistent absences may result in a failing grade. Students are responsible for the materials covered in class. The course covers a lot of material and most students find at least some parts of it difficult. Participation in class discussions is mandatory as it is the vital part of students' learning experience. Students are required to ask questions and participate in class discussions and problem solving. **Each unexcused absence will result in 5 points deduction from final grade.**

The course is intensive and challenging and you are expected to master the materials presented in class. The structure of the class makes your individual study and preparation outside of class extremely important. Reading the assigned chapter(s) and having some familiarity with them before class will be very useful for understanding lectures.

Make up and Late Assignment/exam/quiz policy:

As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes. Late submissions or make-ups may be accepted/administered only in extraordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/quiz/exam.

Class conduct and civility code:

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance may be taken at the beginning or the end of the class.
2. It is the students' responsibility to obtain and be able to use the required materials and software for this class.
3. Student must retain copies of all assignments and graded work for verification purposes. Keep copies of all computer files and e-mails.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned off and headphones removed.
6. For any questions about the exams and assignments, a student should contact the instructor, before the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages within 24 hours during week days (Monday-Friday).
8. All assignment submissions must be uploaded to Blackboard by the due date.

Anyone violating these policies may be subject to disciplinary actions.

Fall 2024 MKTG3341:900 Class Schedule

The provisions and information set forth in the schedule below are intended to be informational and not contractual in nature. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

<i>Week</i>	<i>Dates</i>	<i>Chapter and Topic</i>	<i>Due Mondays 11:59PM</i>
1	Aug 26	Class Orientation	
2	Sep 2	Labor Day Holiday	
3	Sep 9	Chapter 1, The Role of Marketing Research Business partner presentation for group project EastGroup Properties, Inc.	Quizzes
4	Sep 16	Chapter 2, The Research Process and Ethical Concerns Self Introductions	Quizzes
5	Sep 23	Chapter 3, Problem Formulation	Quizzes Form teams for group project
6	Sep 30	Chapter 4, Exploratory Research	Quizzes
7	Oct 7	Chapter 5, Decision Support Systems: Introduction	Quizzes Online Discussion Board Posting
8	Oct 14	Chapter 6, Decision Support Systems: Working with “Big Data”	Quizzes
9	Oct 21	Chapter 7, Using External Secondary Data	Quizzes
10	Oct 28	Chapter 8, Conducting Causal Research Instructor-team Meetings	Quizzes
11	Nov 4	Chapter 9, Collecting Descriptive Primary Data	Quizzes
12	Nov 11	Chapter 10, Collecting Data by Observation Individual Presentations	Quizzes
13	Nov 18	Chapter 11, Collecting Data by Communication Individual Presentations	Quizzes Online Discussion Board Posting

14	Nov 25	Chapter 12, Asking Good Questions Instructor-team Meetings	Quizzes
15	Dec 2	Chapter 13, Designing the Data Collection Form Chapter 14, Developing the Sample Plan Chapter 15, Data Collection: Enhancing Response Rates while Limiting Errors Group Project Presentations Group Project Q & A	Quizzes Group Project Slides due
16	Dec 9	Final Exam All quizzes are due on Dec 9, 11:59pm.	Final Exam Online Discussion Board Record due

IMPORTANT POLICIES AND RESOURCES

Broader Use of Generative AI Permitted Within Guidelines

Use of artificial intelligence (AI) tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at dss@tamusa.edu. Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make

appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the Tools section of Blackboard. You can contact the Academic Learning Center by emailing tutoring@tamusa.edu, calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit tamusa.edu/studentcounseling

Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.

Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>. Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the

Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at military.va@tamusa.edu or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator (titleix@tamusa.edu, 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status (titleix@tamusa.edu; 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

Students' Rights

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

Students' Responsibilities

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, Student Code of Conduct, on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.

3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

Key Dates For Fall 2024 Semester

The complete academic calendar is available online:
<chrome-extension://efaidnbmninnibpcjpcglclefindmkaj/https://www.tamusa.edu/about-us/provost/documents/ay2024-calendar-01112023.pdf>

Important Dates:

August 26 First day of class

September 2 Labor Day Holiday

November 11 Last day to drop with an automatic "W"

November 19 Last day to drop a course or withdraw from the University

November 27 Study Day – No classes

November 28-30 Thanksgiving Holiday – No classes

December 5 Last day of classes

December 6 Study Day – No classes

December 7-13 Final exams The complete academic calendar is available online:

<https://www.tamusa.edu/academics/academic-calendar/index.html>.