



# TEXAS A&M UNIVERSITY SAN ANTONIO

MKTG 3341-600, Spring 2025, CRN 23585,  
Department of Management & Marketing, College of Business  
**Marketing Research Course Syllabus**

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<b>Class Meeting Time and Place:</b>	Blackboard
<b>Class Duration:</b>	Jan 21–May 13
<b>Class Modality</b>	Online
<b>Instructor Information:</b>	Dr. Roberto Saldivar Office: BLH 341F Office Phone: 210-784-2671 Email: <a href="mailto:rsaldivar@tamusa.edu">rsaldivar@tamusa.edu</a> ; professor will respond within 48 hours.
<b>Course Website:</b>	<a href="https://tamusa.blackboard.com/">https://tamusa.blackboard.com/</a>
<b>Office Hours:</b>	By Appointment): T: 10:00-12:00 PM (In-Person or ZOOM) W: 10:00-12:00 PM and 2:00-3:00 PM (In-Person or ZOOM) TH: 12:00-2:00 PM (ZOOM)

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## **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:** *Essential of Marketing Research*, By Hair, Ortinau, Harrison, 6<sup>th</sup> Edition, an e-book will be available on Blackboard. McGraw Hill Connect Customer Support 1-800-331-5094.

**Blackboard:** Connect to <http://tamusa.blackboard.com>. All class announcements will be made through Blackboard and students should monitor this several times a day.

**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 students 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.

## Course Assignments

**Application-Based Activities (ABA) Simulations**

Students will have three attempts for each simulation and the best grade will be recorded.

**Simulation 1 Marketing Metrics Simulation:**

In this simulation, the goal is to understand how marketing metrics are critical for determining the next steps in any marketing plan. In addition to understanding how the metrics are determined, it is

also essential to know how these metrics are applied in support of the marketing plan. Gross margin, market share, and awareness are all examples of important marketing metrics.

### **Simulation 2 Market Research Simulation:**

To understand the process of market research and assess the information that is most impactful to the plan that is in play. The goal is to look at what information is available and determine how to best apply it to the required decisions.

### **Simulation 3 Marketing Research: Swift and Snug Furniture:**

Students will be in the role of a marketing research consultant hired by Swift and Snug Furniture. In this simulation, students will be helping conduct the whole research process to help the organization make a decision on what customizable feature is best to add to the organization.

### **Application-Based Activities (ABA) Simulation Reflections:**

Students must create a 3-to 5-minute video reflecting on each simulation. They should describe what they learned after taking the simulations, what they would do differently in the future, and how the lessons learned can help them in their careers. This video must be a recording of yourself talking with the camera on to record your face. Completed videos must be uploaded to YouTube, and a link must be supplied for the assignment.

### **Chapter Quizzes:**

Students will use Connect and Canva to complete chapter quizzes consisting of multiple-choice and true and false questions. Students are responsible for completing quizzes outside the class. Students have **25 minutes to complete 20 questions. Once the time is up, the quiz will auto-submit.** All quizzes use Proctorio; students must use Google Chrome on a desktop or laptop to complete the exams. [Please click here for a student orientation video on Proctorio.](#)

### **Exams:**

Exams consist of multiple-choice and true and false questions. The exams will be in class, and students are required to bring a laptop to class complete the exam. **The student will have 75 minutes to complete 50 questions. Once the time is up, the quiz will auto-submit.** All exams use Proctorio; students must use Google Chrome on a desktop or laptop to complete the exams. [Please click here for a student orientation video on Proctorio.](#)

### **Late Work and Makeup Policy:**

Sometimes you get second chances in life, and sometimes you don't; the same goes for this class. Please see below for the policies regarding each assignment.

- **Simulation:** Late work will be accepted after the due date but with a 30-point penalty when submitted the day after the due date. The same points are deducted for each additional day the assignment is late
- **Simulations Reflection:** Late work will be accepted but with a 30-point penalty when submitted the day after the due date. The same points are deducted for each additional day the assignment is late.
- **Chapter Quizzes:** No makeup opportunities will be given for this assignment.
- **Exams:** No makeup opportunities will be given for these assignments.

### **SmartBook Activities:**

One SmartBook activity per chapter includes fill-in-the-blank, rank order, and multiple-choice questions. This optional assignment does not count towards the overall class grade. However, this is a great tool to practice for quizzes and exams and can be taken as often as possible.

## Grading Policy

	Assignment	%
<b>Individual</b>	Simulation 1 Marketing Metrics Simulation	7
	Simulation 1 Marketing Metrics Simulation Reflection	10
	Simulation 2 Market Research Simulation	7
	Simulation 2 Market Research Simulation Reflection	10
	Simulation 3 Marketing Research: Swift and Snug Furniture Simulation	7
	Simulation 3 Marketing Research: Swift and Snug Furniture Simulation Reflection	10
	Chapter Quizzes	29
	Midterm Exam	10
	Final Exam	10
<b>Total</b>		100

**Grading Criteria:** A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F =<60

### Tentative Class Schedule

The professor reserves the right to amend this class schedule at any time but will inform you of any changes in advance. **All due dates are in Central Time Zone. Abbreviations are as followed: DBC; Due Before Class, DED; Due at End of Day.**

<b>Module 1: Designing the Marketing Research Project and Collecting Data</b>		
Date	Topic/ Readings	Assignments/ Tasks Assessments
Week 1: 1/21-1/24	Syllabus Overview Ch. 1 Marketing Research for Managerial Decision Making	-Make sure you have access to Blackboard and e-book
Week 2: 1/27-1/31	Ch. 2 The Marketing Research Process and Proposals	- <b>Simulation 1 Marketing Metrics Simulation, Start on 1/27</b> - Ch. 2 Quiz DED (1/30)
Week 3: 2/3-2/7	Ch. 3. Secondary Data, Literature Reviews, and Hypotheses	- Ch. 3 Quiz DED (2/6)
Week 4: 2/10-2/14	Ch. 4 Exploratory and Observational Research Designs and Data Collection Approaches	- <b>Simulation 1 Marketing Metrics Simulation, DED 2/12</b> -Ch. 4 Quiz DBC (2/13)

		<b>-Simulation 1 Marketing Metrics Reflection, DED 2/14</b>
Week 5: 2/17-2/21	Ch. 5 Descriptive and Casual Research Designs	-Ch. 5 Quiz DBC (2/20)
Week 6: 2/24-2/28	Ch. 6 Sampling: Theory and Methods	-Ch. 6 Quiz DED (2/27)
Week 7: W 3/3-3/7	<b>Midterm Exam</b>	<b>-Simulation 2 Market Research Simulation, Start on 3/3</b> <b>-Midterm (Ch. 2-6), Open and DED 3/6</b>
Week 8: W 3/10-3/14	<b>Spring Break</b>	
Week 9: W 3/17-3/21	Ch. 7 Measuring and Scaling	<b>-Simulation 2 Market Research Simulation, DED 3/19</b> -Ch. 7 Quiz DED (3/20) <b>-Simulation 2 Market Research Reflection DED 3/21</b>
Week 10: W 3/24-3/28	Ch. 8 Designing the Questionnaire	-Ch. 8 Quiz DED (3/27)
Week 11: W 3/31-4/4	Ch. 9 Qualitative Data Analysis	<b>-Simulation 3 Marketing Research Simulaiton: Swift and Snug Furniture, Start</b> -Ch. 9 Quiz DED (4/3)
Week 12: W 4/7-4/11	Ch. 10 Preparing Data for Quantitative Analysis	-Ch. 10 Quiz DED (4/10)
Week 13: W 4/14-4/18	Ch. 11 Basic Data Analysis for Quantitative Analysis	<b>-Simulation 3 Marketing Research Simulation: Swift and Snug Furniture, DED 4/16</b> -Ch. 11 Quiz DED (4/17) <b>-Simulation 3 Marketing Research Reflection: Swift and Snug Furniture, DED 4/18</b>
Week 14: W 4/21-4/25	Ch. 12 Examining Relationships in Quantitative Research	-Ch. 12 Quiz DED (4/24)
Week 15: W 4/28-5/2	Ch. 13 Communicating Marketing Research Findings	-Ch. 13 Quiz DED (5/1)
Week 16 Finals Week 5/7-5/9	<b>Final Exam</b>	<b>-Final Exam (Ch.7-13), Open and DED 5/8</b>

## IMPORTANT POLICIES AND RESOURCES

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](mailto: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.

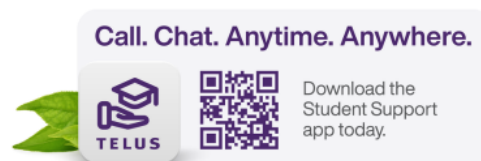
Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto: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](http://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](mailto: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](mailto: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](mailto: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>).

### **AI Policy: 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 citation 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. **NOTE:** Guidance for how to cite AI-generators, like ChatGPT, can be found here <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

### Important Dates:

*The complete academic calendar is available online:* <https://www.tamusa.edu/academics/academic-calendar/index.html>.