

Course	MNGT 4570 Marketing Research
Term	Fall 1, 2009 updated
Instructor	Name: Vince V. Vandehaar, MBA Phone: 913-302-7264 (cell; 913-764-1344 (h) Email: vmlvandehaar@aol.com or vandehaa@webster.edu
Catalog Description	Studies the nature and scope of research techniques employed in gathering information concerning marketing and advertising practices and procedures. Subjects include sources and collection of data, sampling, interpretation of data, and research in areas of motivation, advertising, and consumer behavior. Prerequisite: MNGT 3500
Prerequisites	MNGT 3500 Marketing
Course Level Learning Outcomes	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> ○ Understand the marketing research process and its role in the decision-making process of a business. ○ Understand these key aspects of marketing research. <ul style="list-style-type: none"> ○ Research objectives ○ Research design ○ Data collection procedures ○ Customers understanding of data analysis techniques ○ Broad awareness of the methods used in interpretation of research results <p>Be aware of the role of marketing research in the decision-making process of developing the Marketing Plan.</p> <p>Have developed the necessary skills to give oral presentations through case analyses and marketing research proposal presentations.</p>
	Marketing Research, 8th Edition by McDaniel and Gates, ISBN 13 978_0470-08702-2. Call Order 1800-225-5945

<p>Grading</p>	<p>Two individual cases (Harvard business format), Group case report (written and oral presentation), Class participation / class contribution, and Final (Individual case prepared in-class)</p> <p>Specific grading items as follows:</p> <table border="1"> <thead> <tr> <th>Activities</th> <th>Number</th> <th>Pts/Unit</th> <th>Total Pts</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>-Individual Cases</td> <td>2</td> <td>60</td> <td>120</td> <td>40%</td> </tr> <tr> <td>-Group (TEAM) Case Reports</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> a. presentation</td> <td>1</td> <td>25</td> <td></td> <td></td> </tr> <tr> <td> b. written report</td> <td></td> <td>50</td> <td>75</td> <td>25%</td> </tr> <tr> <td>-Final</td> <td>1</td> <td>75</td> <td>75</td> <td>25%</td> </tr> <tr> <td>Class Participation</td> <td></td> <td></td> <td><u>30</u></td> <td><u>10%</u></td> </tr> <tr> <td></td> <td></td> <td></td> <td>300pts</td> <td>100%</td> </tr> </tbody> </table> <p>Individual grades (or points) for group case projects will be the same as the grade given for group case reports and presentations: i.e., each individual will share equally in the grading results from the report and its presentation. Group presentation grade will reflect professional delivery and be reviewed regarding a) energy, b) organization and c) relevance.</p> <p>There will be no exams or quizzes given in this course. It should be noted that assigned cases or reports will <u>not</u> be accepted after the class period in which they are due unless prior arrangements have been made with the instructor. There will be no extra credit available in this class.</p> <table border="1"> <thead> <tr> <th>POINTS</th> <th>GRADES</th> <th>PERCENTAGE</th> </tr> </thead> <tbody> <tr> <td>276-300</td> <td>A</td> <td>92-100%</td> </tr> <tr> <td>249-275</td> <td>B</td> <td>83-91%</td> </tr> <tr> <td>222-248</td> <td>C</td> <td>74-82%</td> </tr> <tr> <td>189-221</td> <td>D</td> <td>63-73%</td> </tr> </tbody> </table> <p>The UNDERGRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A, A- superior work in the opinion of the instructor • B+, B, B- good work in the opinion of the instructor • C+, C, C- satisfactory work in the opinion of the instructor • D+, D passing, but less than satisfactory work in the opinion of the instructor • I incomplete work in the opinion of the instructor • ZF An incomplete which was not completed within one year of the end of the course • F unsatisfactory work in the opinion of the instructor; no credit is granted • W withdrawn from the course • IP course in progress • NR not reported for the course • Z a temporary designation given by the registrar indicating that the final grade has not been submitted by the instructor. When the final grade is filed in the Office of the Registrar, that grade will replace the Z. 	Activities	Number	Pts/Unit	Total Pts	%	-Individual Cases	2	60	120	40%	-Group (TEAM) Case Reports					a. presentation	1	25			b. written report		50	75	25%	-Final	1	75	75	25%	Class Participation			<u>30</u>	<u>10%</u>				300pts	100%	POINTS	GRADES	PERCENTAGE	276-300	A	92-100%	249-275	B	83-91%	222-248	C	74-82%	189-221	D	63-73%
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<p>Activities</p>	<p>All reading assignments will be completed before class. Students should be ready to discuss the assigned material, chapter readings and cases during the class.</p>																																																							

	<p>Cases from textbook will be assigned. All students should prepare for all cases and should participate in class discussion. Students can also be expected to introduce and/or lead case discussion as assigned. This will contribute to their class participation grade.</p> <p>A TEAM project will be assigned which will require students or individually or in a team/group to select one country market, analyze that market from several aspects of the environment of international business and its impact on the marketing mix for a low –cost generic. A written report and/or presentation will be made to share student’s findings with other class members.</p> <p>Class participation will be 10% of grading. This is to encourage students to participate in class discussions, offer comments on their personal experiences or thoughts / questions on course material.</p> <p>Marketing Plan Approach</p> <p>Class time will include lecturing and class discussions supplemented by some use of selected videos. In addition, some class time will be devoted to discussion and consultation students concerning the development of their marketing plans.</p>
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<p>Policy Statement University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p> <p><i>Academic Honesty</i></p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p>

	<p><i>Drops and Withdrawals</i></p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><i>Special Services</i></p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><i>Disturbances</i></p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><i>Student Assignments Retained</i></p> <p>From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p><i>Contact Hours for this Course</i></p> <p>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>
<p>Course Policies</p>	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p> <p>In line with the university's policy on academic honesty, please be</p>

	advised that instances of academic dishonesty will result in a zero for the assignment and will be reported to the Dean of the School of Business and Technology for further disciplinary action.	
Weekly Schedule	Week 1	Introduction and overview of class. Review of syllabus, assignments and other requirements. Discuss role of marketing research and objectives of marketing/media research in today's business world. Data collection methods-review sources of marketing/media data and information collection methods. Discuss the best primary and secondary research sources. Review planning a marketing/media research project and identify needed data sources. Review new product research steps. Read: Text Chapters 1-6 (TEAM proposal due by end of class.)
	Week 2	Questionnaire design and attitude measurement. Focus on layout content and rating scales for effective questionnaires. We will discuss in class individual cases due. Read: Text Chapters 7-8 (Case #1 due).
	Week 3	Interviewing techniques and experimentation as related to solving marketing problems and research brand position. Also, data preparation and summation of finding will be discussed. Read: Text Chapters 9-10
	Week 4	Review of research applications for positioning and segmentation from week 4. Review MIS database management. Read: Text Chapters 11-12
	Week 5	Review sampling fundamentals/sample size theory. Review probability and analysis of data. Start overview of advertising/promotion research. Read: Text Chapters 13-14 (Case #2 due)
	Week 6	Discuss statistics necessary for marketing/media research projects and sales forecasting. Read: Text Chapters 15-18
	Week 7	Discuss preparing and presenting market findings and future research trends for the 1990's. In-class group presentations. Text: Chapters 19-20.
	Week 8	Individual testing in-class. Final exam

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